A Guide To Planning For 1955 — p. 15

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Tools For The Job

With the second phase of the machine age under way — automation — dovetailing with Canada's increasing stature as a manufacturing nation and today's need for defense preparedness, Canada's machine tool industry is also growing in stature. Facing what may be its biggest year yet, the Canadian Machine Tool Builders' Assn. has elected A. R. Davidson, vice-president and secretary-treasurer, Standard Machine & Tool Co., Windsor, its new president. Mr. Davidson is also vice-president and a director of Modern Tool Works, Toronto.

THE NATION'S BUSINESS

The New Year

Seldom has there been such uniformity among business executives on the outlook for the new year. And the prospects, say, at least four out of five, are good. Most expect that 1955 will be a better year than 1954, and many expect considerably better.

That opinion is not mere wishful thinking. It comes from men whose business it is to know business, whose judgment is backed by hundreds of millions that they will invest in the production of goods and services that they are confident of marketing.

Moreover, the opinion of these business executives, a hundred of whom are quoted individually in The Financial Post this week, is solidly confirmed by the annual forecast from Ottawa issued under the name of Trade Minister Howe, a forecast that has proved uncannily accurate in its predictions for the postwar years.

This does not mean that all our problems have been solved, that it will be plain and easy sailing for all industries everywhere in Canada in 1955. The inevitable readjustment that followed the change from a sellers' to buyers' market in 1954 will continue and with pain for some. However, the biggest shocks are now believed to have been absorbed. Competition, and especially competition from abroad will continue.

Against these factors, however, are two of the greatest importance to a country which depends so much on exports. For the time being at least, the recession in the United States appears to have been definitely halted and in Great Britain and most of Continental Europe there has appeared the first real prosperity since the end of the war.

These changes could add tremendous strength to the Canadian economy. Almost overnight they could halt the slow decline in our total export volume and send it moving upward again. They could assure our expanding metals production ample markets and put new life and hope into our farm industry, particularly wheat.

Much will depend upon world factors over which we have little or no control and especially on conditions both economic and political in the United States and Great Britain, our major partners in both trade and defense. But much will also depend upon factors over which, if we are wise, we can exercise some control. Chief of these is costs.

During and since the war in many lines Canada has become a high cost country, in some cases in those goods for which we must find substantial export outlets. If we could cut ourselves off completely from the rest of the world, no matter how impossible or undesirable that might be, it would not greatly matter. But for a country which must buy and sell in world markets high cost can become a fatal disease.

* * *

Politicians or Statesmen?

At the end of next week, the politicians flock back to Ottawa for the televised opening of the new session of Parliament.

They will find no great change in the House, except for the fascinating uncertainty of a new Ministry. The three changes since the end of the last session were all in key positions.

Mr. Harris replaced Mr. Abbott in the crucial Department of Finance. Mr. Marler, new to federal politics, though long proven in the Quebec provincial sphere, replaced Mr. Chevrier as Minister of Transport. The change occurred just as the St. Lawrence Seaway, which had for so long been Mr. Chevrier's chief concern, ceased to be a major preoccupation of the Minister of Transport. Mr. Campney, experienced as associate minister to Mr. Claxton, has taken over full responsibility for the defense department.

Each of the new ministers has his particular problems. But what the House and the country most want to determine is the calibre of the new set of coming men. Have we in the new Ministry politicians or statesmen?

More than the new three are on trial in the coming session. Other young men being watched are J. W. Pickersgill in the delicate post of Citizenship and Immigration; R. H. Winters who is attempting a big clean-up in the Department of Public Works; Jean Lesage with a tremendous challenge in the development of the North and his responsibility for water-power.

The politician is the man who does what he conceives to be immediately popular. The statesman is the man who does what he believes to be right in the long run and has sufficient faith in public opinion to believe that it will catch up with him.

This is the standard the new ministers must set themselves. Both in the House and outside, this is the standard by which they will certainly be judged.

* * *

We've A Vital Stake In This

Prosperity in Canada for a good many years to come will be affected by decisions reached at the GATT negotiations in Geneva next month. No country has a greater stake in this matter than Canada. Foreign trade affects everyone of us.

To be decided at Geneva is the future of the General Agreement on Tariffs and Trade.

Under this mutual agreement most of the countries of the free world have been working closely together to lower tariffs and reduce or eliminate other restrictions on world trade. Progress has been real though not as spectacular or as complete as was originally anticipated and hoped. If these countries now fail to agree at Geneva next month then we may have to go back to the stage where each country negotiates individually, raising or lowering its tariffs to suit its own immediate convenience.

Much depends upon the attitude of the United States. On several occasions recently, Congress has flouted the GATT agreement by placing new and severe restrictions on certain imports. This sort of thing has aroused justifiable resentment in other countries.

If the U. S. negotiators at Geneva hope to get GATT continued, their first task will be to convince the other parties to these mutual agreements that their own country is prepared to play ball.

Major New Copper Camp In Making for Ontario?

Diamond Drill Core — Possibly Richest-Ever In Canadian Copper Mining—Suggests Temagami Area May Be Yet Another "Manitouwadge"

See page 27 for sketch map of current drilling.

By **GORDON M. GRANT**

Ontario may have yet another major copper camp in the making.

In the Temagami area, 60 miles north of North Bay, a remarkably rich diamond drill core has been pulled—possibly the richest copper core ever pulled in Canada.

The ultra-rich hole was drilled in an area which had already given important indications of high grade copper. It comes almost a year to the day from a similar development in Ontario: discovery of a large copper deposit by Geco Mines in the Manitouwadge area.

Temagami Mining Co., under operating control and direction of Geo-Scientific Prospectors, secured the intersection in the drilling of a new anomaly, No. 7, on its 15-mile long Temagami property.

The drill hole gave 57.5 ft. of core averaging 27.68% copper—a unique grade in Canadian mining annuals for this kind of width. Pure chalcopyrite would run about 31½% copper so that material in this hole was almost the pure stuff.

There is known to be a moderate amount of lower grade material on each side of this intersection, yet to be assayed.

Temagami Mining Co. has been privately financed by Northfield Mines, of which Thayer-Lindsley is the largest shareholder with Geo-Scientific Prospectors also participating in the financing. Geo-Scientific which is being financed by Alator Corp. owns 564,286 of 1,671,638 issued shares of Temagami Mining Co. and has only 1,035,505 of its own shares issued. Temagami shares are not quoted but Geo-Scientific shares started to trade actively at around $1 on the Toronto over-the-counter market this week.

Geo-Scientific, headed by Dr. N. B. Keevil, has been actively engaged in exploring for valuable mineral deposits through air-borne geophysical surveys. The company has so far turned up interesting possibilities in numerous areas of Canada—including New Brunswick, Quebec, and Ontario—but the interest in

(Continued on page 7, col. 2)

Hurdles Yet, Hopes High For Summer Gas Line Start

By **W. L. DACK**

After a year of confusion and many disappointing setbacks, there is strong evidence that real progress will be made soon in the trans-Canada natural gas pipeline project.

This—Canada's No. 1 construction job for 1955—still stands a fair chance of an early summer start. The pipeline company hopes to have gas sales and supply contracts signed up by Jan. 31.

Progress has been made with two of the major Ontario gas utility companies. Practically all the main contract differences have now been settled. In the case of one of the companies, the final writing of contract details is now under way. Considerable headway has also been made with several of the chief western utility companies and some large-scale industrial accounts.

The biggest hurdle facing Trans-Canada Pipe Lines management at the moment is signing the western gas producers to long-term sales contracts. Time is important and a drive is on to conclude several of the major gas purchase contracts by the end of January.

To satisfy Ottawa — and its bankers — Trans-Canada must sign up sufficient gas purchase contracts with eastern utilities to cover the amortized cost of the pipeline and then contract for adequate gas supplies from western gas producers to serve this market on a long-term basis.

This week the federal Board of Transport Commissioners granted

(Continued on page 7, col. 4)

Find The Cold War Chilly? Russia May Keep You Warm

MONTREAL (Staff)—Is Russia planning an unusual and concentrated sales campaign to merchandise furs directly to Canadian coat manufacturers?

"It's still too early to speak about this," Jacob Kniazev, member of the commercial section of the Russian Embassy in Ottawa, told The Post. Kniazev is understood to be a representative of **Soyushpushnira**, the official Soviet state fur agency.

Kniazev has been attending fur auction sales in Montreal during the past two weeks, asking questions and scribbling notes, but not buying. His study of marketing and price conditions seemed to confirm rumors current in the trade that the Russians have applied for permission to open a fur sales office in Montreal.

Kniazev would not comment on when such a move might be taken, merely repeating to The Post that: "it's still too early to speak about this."

It's understood Russia has already been offering some furs to coat manufacturers here on a limited scale. Sales in the U. S. have been made through Amtorg Trading Corp., New York.

Use of Russian furs in Canada would set no precedent. Canadian buyers or their agents have attended Russian auction sales for years and last July, Canadian Fur Co., Montreal, bought Russian pelts worth close to half a million dollars at the 25th International Fur Auction, held in Leningrad (The Post, Aug. 28).

Furs acquired included Chinese mink and white fox, worth about $461,000. The purchase was part of the annual $7 million Leningrad auction which attracts buyers from all over the world. Three million pelts of 30 varieties were on the auction block this year.

No Legal Block

There's no embargo on the import of Russian furs into Canada, although the usual dumping duty provisions apply and no muskrat is allowed into the country. Should the Russians' Montreal sales office plan materialize, varieties most likely to be sold are squirrels, sable and Persian lamb.

Trade has been rapidly emerging as one of the basic instruments of the Kremlin's foreign policy. The USSR today has trade agreements with 18 non-Communist countries, paying its bills in the trading currency, based on parity with gold.

Stock Market Highlights

Industrials

Argus Corp. common touches record $22¾ a share, up $2 in a week and $5 since mid-July. Brings price more in line with current break-up value ($34.75 a share at Nov. 30 and higher now). Argus preferred up about $10 in a week to $109¾.

Trans Mountain Oil Pipe Line bounces up to $34 a share, up $4 in a week.

Interprovincial Pipe Line also shows strength, climbing to around $29½, up $1 in a week.

MacMillan & Bloedel B has moved up to around $27¾ after having stuck around $22-$23 level from July until mid-November.

Mines

Meta Uranium sells as high as $1.09 on heavy volume; officials report assays on last good-looking hole completed not yet available while western hole still short of contact.

Mentor Exploration jumps 30c to $8.30 Tuesday on reports that important ore developments in U. S. likely to be revealed in January. Stock split on 10-for-1 basis mooted.

Teck-Hughes sells up to new high of $4.50 before reacting as speculators anticipate start of diamond drilling on Tashota copper property shortly.

Geo-Scientific Prospectors moves up on over-counter market from 95c to $1.10 bid as Temagami Mining Co., its biggest interest, pulls sensational copper hole.

The Business Outlook

In this issue, The Financial Post presents its Forecast Report — The Outlook for 1955.

Starting on Page 3, some 100 key executives comment on the conditions affecting their industry and the national economy.

On Page 15 is a special report—a survey of executives dealing with specific questions of sales volume expected for 1955, and the trend of prices, wages, profits, etc.

Broken down by regions and by industries, it will be a useful guide to business planners.

Supertest Gets In Oil Hunt Will Build Major Refinery

Supertest Petroleum Corp. — a steadily expanding retailer of petroleum products in Ontario and Quebec — has now taken its first all-important steps in a bid to become a major integrated oil refining company.

Management is now planning to enter the refining picture in Eastern Canada and is pushing extensive studies toward construction of a multi-million dollar refinery, probably in Southwestern Ontario.

As part of the same over-all expansion program, Supertest has just taken its first step in oil exploration in Western Canada. In an initial drilling agreement, Supertest — along with three other oil producers — will join in a six-well drilling program in the Dunn area of Alberta, some 125 miles southeast of Edmonton.

The company has turned in an impressive growth record since end of the war with sales of gasoline, fuel oil and distillate approximately quadrupling since 1945 — an expansion pace considerably in excess of the domestic consumption figure.

"The year 1954 has been the best yet," Chairman J. G. Thompson told The Post this week.

Management is continuing its aggressive retailing program in Ontario and Quebec with a sizeable program of new outlets and modernization projects lined up for 1955. Number of retail outlets handling Supertest products has now increased to 2,300 with some 850 owned or controlled by the company.

In line with the company's expansion program, stock has been strong in recent weeks moving up to a new peak this week of $20 bid, $21 asked. The stock traded at $18 a share early in November. Company officials claim there is absolutely no truth in a recent rumor that one of the largest Canadian oil refinery companies had gained stock control of Supertest.

Architects In Crossfire As Generals, Subs Fight It Out

By **HARLEY POTTER**

Some large general contractors may go into the architectural and subcontracting business themselves.

That's one of the possibilities looming up as subcontractors continue their strike against Toronto general contractors and refuse to submit bids on major projects (Financial Post, Dec. 18).

In the confusion of charges and counter-charges, here is how the matter stands now:

—Subcontractors, in the electrical and mechanical trades, charge that when they submit a bid to a general contractor on a project, too often a competitive subcontractor learns what the lowest competitive bid is, and puts in a lower one; that is, the bid is "peddled."

—The subcontractors have asked the architects to take charge of their bids.

—The Royal Architectural Institute of Canada's executive committee at Montreal Jan. 8 will consider the formal request of the National Association of Master Plumbers and Heating Contractors.

The Ontario Association of Architects had asked the plumbers to call off their refusal to bid to any general contractor until the matter is discussed at the national level (The Post, Dec. 25).

Now the NAMPHC has replied to the OAA. The NAMPHC emphasizes it is offering to meet RAIC and the Canadian Construction Association soon "to secure for our members a sanctity of bidding procedure, whether it be as put forward in our resolution, by depositary plan, or by some other method."

Want Decision By March 1

"This Association cannot agree to a prolonged delay in a clear cut policy of tendering practice and feels that it is of paramount importance that the RAIC take decisive action in this matter before March 1, 1955," said the plumbers.

"If assurance can be had from the RAIC that this will be accomplished we would be prepared to request our membership to delay further action on the resolution until that date."

The architects are neutral, caught in the crossfire. Some now make it policy to award subtrade contracts themselves. But if the practice was made general, there seems little doubt but that more general contractors would move into the architectural field. This would be possible under Ontario law, but not in all other provinces.

"We do business in the tens of millions a year," a general contractor told The Post this week. "We simply will not stand back and be relegated to the role of brick and masonry contractors.

"You just dangle $20,000 a year salaries in front of them and you can have some of the best architects in the country," he said.

Such a move would mean wider adoption by general contractors of the "package deal" offering design and construction services in one price, with no outside architect.

Although not approved by the Canadian Construction Association, such dealing has been on the increase. It would likely require a change in the ethical code of the Ontario General Contractors Association also.

How The Arguments Go

But if the electrical and mechanical awards, making up 30% to 40% of most big buildings, were all being made by architects, the picture would look different to many large general contractors.

The general contractors in most cases do not go along with the plumbers and electrical contractors' suggestions that they would not lose out. The subcontractors say they would be happy to have their work included in the general contract after the architect has nominated the mechanical and electrical contractors.

The general contractors reply that they not only co-ordinate the job, but they assume financial responsibility. If the subcontractor goes broke, the general contractor is still responsible for getting the job done.

If the subcontractor proves inefficient, and runs up the general contractor's costs by delaying the work, or carrying it out in the wrong manner, the general contractor absorbs a loss.

The fact that he could refuse the subcontractor, under the proposed system, and ask the architect to nominate another doesn't

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PRICES

SEE ALSO TREND OF BUSINESS, P. 13

Food generally should average out in 1955 at levels similar to those this year. Much depends upon size of crops and general business conditions. But current long-term outlook is for fairly steady prices, possibly tending to strengthen slightly as the year progresses.

Meat prices should be moderate in '55, benefiting the consumer. Production should be high, preventing a drop in farm income from livestock.

Poultry and eggs should be low in the first half of '55, strengthening in the last six months.

Clothing, electrical goods, some hardware items should stay low in new year because of stiff competition both from imports and among domestic producers.

Unbleached sulphite pulp, used chiefly in lower grade boxes, increased in Canada $5 ton to $125. Bleached sulphite stays at $145. Reason: Supply of unbleached, once heavy, is now in better balance with demand.

Phonograph records slashed 4%-40% in surprise move by RCA Victor in U. S. Possibility: Wave of price-cutting which could mean big savings for Canadian and U. S. record-collectors.

Crude oil should remain firm in the near-term. Decline which appeared possible in mid-1954 now seems ruled out.

Lumber has strengthened surprisingly in parts of U. S. but Canada looks for fairly steady prices, good supply in spite of stronger foreign demand for Canadian lumber.

THE OTTAWA VIEW

More Jobs In Sight In the Coming Year

No Great Upsurge, But Improvements Indicated In Business, Employment Levels — More Consumer Spending, Construction, Exports

By **MICHAEL BARKWAY**

OTTAWA (Staff) — For Canada as a whole, 1955 will be a better year than 1954.

Business and employment will show at least a moderate improvement, though there will be no spectacular upsurge.

Gross National Product will be at least 2% better than in 1954, bringing us back to the level of 1953 ($24,350 millions). The improvement could easily be 4% or 5%, putting us definitely back on the road of expansion, (an outside goal of, say, $25 billions).

Employment will be higher, and unemployment lower, than in 1954. Even at the seasonal peak late this winter, unemployment is unlikely to be as high as last year.

This is the outlook as seen in government circles here.

Sector by sector, the reports vary from "moderate improvement" to "stable." Only important indicated decline is in purchase of new plant and machinery. Lacking, however, is a major dynamic expansionary force, apart from normal growth factors.

Three main factors of bouyancy — two old and one new:

—**Consumer spending** will continue to expand as it did in 1954. Also it will switch back, in part to the durable goods, which lagged through much of 1954. Service industries will continue their 1954 expansion.

—**Construction** will reach a new high in 1955. The pace-setter is housing, where the year end carryover of 65,000 exceeds total building of any year up to 1946.

—**Exports** (and this is the new factor) will become an important expansive element in 1955. This applies chiefly to the staple bulk commodities — forest products may reach records; metals will be firmer; wheat sales will be better than 1954.

Stable or slightly better, will be:

—**Manufacturing:** The gloomiest is farm implements, because farmers are not thought likely to start big buying next year. But even here no further decline is likely. Consumer goods, including appliances and textiles, will improve moderately.

Farm incomes: Cash receipts, even on the Prairies, should be looking up in the spring. Pursestrings may start to loosen when

(Continued on page 2, col. 3)

Fewer Unemployment Clouds; More Cheer in the New Year

OTTAWA (Staff)—Employment prospects for 1955 are viewed here with steadily mounting confidence.

Whatever heat there ever was behind a Federal Government drive to make work this winter has been largely dissipated.

The reason:

A growing conviction that the unemployment curve will continue to flatten out, and that it may never reach the peak of 1954's seasonal unemployment.

As long ago as October Trade Minister Howe confidently assured this writer that unemployment would not be as high this winter as it was last winter. At the time few, if any, of the official analysts were as optimistic. But by now nearly all of them have come around to his view.

They are all out of step with David Macdonald, secretary-treasurer of the Canadian Congress of Labor, who issued a statement just before Christmas saying "Prospects for this winter are even worse than last."

Why The Cheer

Here is some of the evidence on which the new and cheerful view is based:

—Latest figures (for Nov. 20) show that this year is not paralleling the sharp upward curve of unemployment which was taking place at the same time last year. A projection of this year's curve against last year's suggests that they will meet before 1955 is very old.

—Already in November unemployment was lower on both coasts than at the same time last year. In the Prairies unemployment showed moderately higher than a year before. But employment was also higher, and the Department of Labor reported "a higher level of activity during November than a year earlier."

—In Quebec employment is lagging moderately behind last year. But unplaced applicants were only 6,000 more than the same time last year; and this is a small increase compared with previous months.

—Ontario stands out as the main area of unemployment, because manufacturing has been the soft spot. The Ford strike also contributed to unemployment in supplier plants. Out of a total national increase in N.E.S. unplaced applicants of 32,000, 23,500 were in Ontario. But Ontario employment is actually a little higher—about 6,000—than it was in November, 1953.

—The civilian labor force has increased by about 2% from a year ago. This means that an absolute total of unemployed equal to last year's represents a smaller proportion of unemployed. So whenever the two lines do meet, it will mean that we are not merely doing as well as last year, but doing better.

—Weather will have an important effect on the actual employment in the early months of 1955. Too much snow will hinder wood operations in B. C. Too little snow (which doesn't seem likely) will hinder them in Central

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Bulk Commodity Prospects Offset Competition Abroad

OTTAWA (Staff) — Exports should provide one of the major new expansive influences for 1955. An excellent outlook for our traditional bulk commodities far offsets, in terms of dollars and employment, the difficult competitive conditions abroad for our manufactured goods.

Forest products newsprint, pulp and cut lumber look as if they will lead the parade. This is one of the few sectors where 1955 may set new records.

Metal markets, both in the United States and overseas, look good.

Wheat sales are now running almost one third ahead of the same time last year. They should continue to be larger than in 1954.

Only two things are needed to transform the 1954 export picture into a major source of strength for the Canadian economy. Both look as if they will happen. They are:

—A pick-up in wheat sales overseas. This has already started.

—A recovery across the board in sales to the United States. This has started in lumber and in some metals. It looks like continuing in proportion as the U. S. economy goes on recovering.

The over-all decline in Canadian exports in 1954, amounting to about 8% by value, has concealed the strength of most of the picture.

In broad terms this is what happened:

The total decline in export values was about equal to the drop in grain sales.

But sales to the United States, where wheat is not important, also declined by about 5%. The drop showed in every main group of exports, though it was least in the forest products group.

This decline in sales to the U. S. was made good by increased sales to overseas countries of other goods than wheat and grain.

The high levels of production and consumption in Britain and Europe particularly, and overseas generally, promise that demand for basic Canadian products such as metals and lumber will be at least maintained in 1955.

If the U. S. market also picks up, as is now expected, total export demand in the coming year may reach new highs.

Add any recovery in wheat sales, and the over-all total looks very good indeed.

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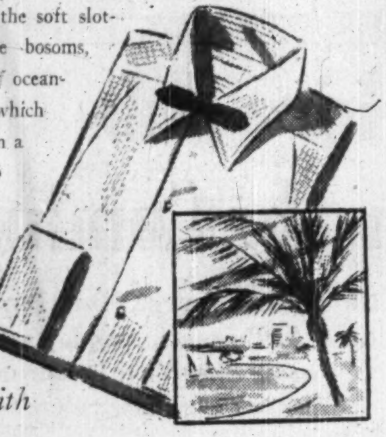

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122 YEARS OF SERVICE TO CANADIAN BUSINESS

More Jobs in Sight

(Continued from page 1)

next year's crop is in the ground.

Stable, or slightly lower, will be:

—**Federal Government spending**: Planned expenditures for 1955-56 are no higher than for 1954-55. They may be slightly lower. Defense will be down, though the reduction will not be as much as the $200 millions which was hoped for at one time. Public Works will be slightly higher, though only by a few millions.

Here are some further details:

Consumer spending, given the continued rise in personal incomes, depends mainly on the attitudes of the general public. There is nothing in the trend of prices to induce people to hold off buying. On the contrary there are some signs of increased confidence amongst consumers as well as businessmen.

Some experienced observers here confidently predict that consumer spending in 1955 will exceed 1954 by even more than the 1954 increase over 1953.

This means it will be up by more than 3% or 4%. In 1954 Canadians increased their spending in this order:

Chiefly on services; then on food and other non-durables; it wasn't till the second half of the year that there was any pick-up in sale of durables (always excepting TV).

Spending Next Year

Next year more of the increased spending is likely to go on durables — automobiles, appliances and clothing.

The short-run effect of this on manufacturers depends on what businessmen do with their stocks. But reduction of inventories has probably gone just about as far as it is likely to go in these consumer durable lines. For most manufacturing, therefore, the general conclusion is that things are likely to get better.

In the sphere of capital goods, the picture is rather different.

Capital investment in durable physical assets in 1954 did not reach the high levels forecast at the beginning of the year and confirmed at mid-year. A careful sample check has been made by the Government to determine why expenditures lagged, and it shows an important conclusion:—

—Business intentions on capital improvements did not change. Various external factors, with the weather as the chief of them, held up construction which had been planned. There is little sign of change of mind or cancellation of planned works.

This leads to the conclusion that works which were not completed in 1954 will be carried over as an additional strength into 1955.

Housing, which lagged behind expectation in the early part of the year, ended the year very strongly; and next year might be a new record.

Plant and Machinery

Offsetting this very firm construction picture, however, is the expectation of another decline in the installation of new plant and machinery.

Reduced spending on plant and machinery will probably pull down the 1955 investment intentions below 1954's, in spite of some increase on the construction side.

Looking outside Canada, the world picture augurs exceptionally well for Canada's traditional major exports.

In 1954, when Canada's foreign trade declined, world trade was increasing. The sterling area, Europe and Latin America all increased both their exports and their imports. Canada and the United States were the exceptions. In 1955 there seems every reason why we should be back on the bandwagon of expanding world trade. (See separate story in this issue.)

—In the sphere of government spending, defense estimates will be reduced by less than the full $200 millions which was set as a goal earlier in the year. But in spite of this the total estimated expenditure next year will be no higher than in the current year. Public Works gets an increase of about 5% — which means $7-$8 millions. Transport does not get as much as it would like to carry through its airport improvement program next summer.

Tax increases are out of the question. But equally there will be no major reductions. A small deficit is probable in next year's budget.

The apparent deficit will be on the assumption of a gross national product improving by not less than 2% and not more than 5%, and Finance Minister Harris is not likely to adopt an over-optimistic assumption. His inclination, in contrast to Mr. Abbott's, is to take the more gloomy view rather than the more rosy one.

Fewer Unemployment Clouds; More Cheer in the New Year

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Canada. But given suitable weather in each area, woods work looks like one of the sustaining influences this winter. Also, if weather permits, construction activity will be a steady sustaining influence.

— Manufacturers' psychology (on which The Post gives a reassuring report this week) will be reflected in the level of inventories. This will have a good deal of effect on manufacturing employment.

—Unemployment took a big upward surge in the fall of 1953. It reached a postwar peak in March, 1954. Throughout 1954 it has run ahead of 1953. But each month figures show a smaller gap between the two years. If the present trend continues, as most informed observers expect, it will not be long before the dip of 1953-54 is made good. Recovery may not be spectacular; but there is every indication that it will be steady.

The Employment Figures

One interesting facet of the current figures on employment and unemployment presents an intriguing paradox:

The gap between this year's and last year's unplaced applicants at N.E.S. offices is narrowing much more quickly than the gap between the Labor Force Survey's estimate of those without work and seeking jobs.

The difference between the two figures has often been explained in The Post (most recently, Nov. 6). The result will be that in the next few months the N.E.S. figures will show less difference between this year and last year. The Labor Force Survey figures will show more difference.

But the N.E.S. figures (which simply measure those registered for work at National Employment offices) are always larger than the Labor Force Survey figures (which are based on a sample survey and show the number of people who admit to being out of work and looking for a job). Therefore it is the N.E.S. figures which have always been used by the people who want to make unemployment seem big. The labor unions and the opposition parties have always used the N.E.S. figures. The Government, throughout last year, used the figures from the Labor Force Survey. They didn't rise as sharply last fall, and they never reached as high a total.

Ahead of us in the next few months — starting probably with the early debates in the House of Commons — is the fascinating spectacle of the opposition gaining a sudden attachment to the Labor Force Survey, which they wouldn't look at last year, and the Government beginning to put all its emphasis on the figures from the National Employment Service which last year it viewed with great suspicion.

The key to the different figures is that the N.E.S. applicants shot up sharply last fall and winter, while the Labor Force Survey climbed more conservatively. Correspondingly, the N.E.S. figures are now leveling out more sharply. The Labor Force Survey estimate of those without jobs and seeking work is also falling: the trend is the same, but the rate of decline is not nearly so sharp.

There are various technical explanations which go some way toward explaining the difference.

But this winter's new indoor sport will be to watch both sides trying to have it both ways.

Look For It Here

January 1, 1955

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Sylvanite Gives Details on Copper Strike at Sault

Following widespread but unconfirmed reports of further favorable results at the optioned copper prospect of Sylvanite Gold Mines north of Sault Ste. Marie, Ont., the company has issued the following statement:

An option has been taken on 32 claims located 60 miles north of Sault Ste. Marie on which there is a surface copper showing in the bed of a creek. Sylvanite has done no work whatsoever on these claims to date except to sample the copper showing.

For a distance of about 140 ft. it was possible to get surface samples every few feet. These samples indicated no zinc or silver, and while the copper assays were not high the company believed it was justified in taking an option and doing some diamond drilling. It is hoped that the drilling will start the middle of January.

The samples may have been taken lengthwise on a narrow vein or crosswise on a wide vein system.

A company official states he has no present knowledge as to the width of the veins or the length or grade of the showing.

Announcing

Acme Carbon & Ribbon Co. (Toronto)—Stanley G. Haynes, controller, continues as assistant secretary and assistant treasurer.

Canadian Institute of Plumbing and Heating (Montreal) — John F. Bowler, general manager.

Canadian Machine Tool Builders' Association (Toronto)—A. R. Davidson, vice-president and secretary-treasurer, Standard Machine & Tool Co., Windsor, president; W. H. Stirling, Williams Tool Corp. of Canada, Brantford, Ont., vice-president; Colin Boggs, Brown Boggs Foundry & Machine Co., Hamilton, treasurer; C. H. Stabler, secy.; M. Bowman, J. T. Hepburn, Jr., and F. K. Gardner, executive committee.

Canadian Westinghouse Co. (Hamilton)—A. H. Sievert, sales manager, newly-formed tube division.

Cloverdale Shopping Centre Ltd. (Toronto)—James F. Harris, general manager.

Deeks-McBride Ltd. (Vancouver)—George B. McKeen, vice-president and managing director; R. L. Cliff, secretary and director.

Dupont of Canada Securities Ltd. and Du Pont Co. of Canada (Montreal)—G. W. Huggett, director and chairman.

Ferranti Electric Ltd. (Toronto)—Dr. J. M. Thomson, president; G. A. Brace, vice-president and director.

Fraser Companies (Edmundston, N.B.)—C. T. Clark, manager, Edmundston mills; G. C. Beatteay, manager, Atholville mill of the subsidiary, Restigouche Co.; E. O. Houghton, sulphite mill superintendent at Edmundston; L. G. Sears, superintendent Atholville mill; H. G. Larlee, groundwood and woodhandling superintendent at Edmundston.

London Assurance Group (Montreal)—E. A. W. Paterson, manager for Canada London Assurance, Guildhall Insurance Co., British Law Insurance Co. and president, Citadel Insurance Co. of Canada.

Manufacturers Life Insurance Co. (Toronto)—L. S. Davis, executive officer mortgage investments; H. A. Rapsey and J. B. Wilson assistant treasurers; T. B. Morrison, associate actuary; A. L. Wright and G. E. Gould, assistant actuaries.

Metals & Alloys Ltd. (Leaside, Ont.)—Gordon T. Wishart, vice-president and general manager; J. P. Hipkiss, secretary and comptroller.

Modern Tool Works Ltd. (Toronto)—H. J. A. Chambers, president.

Molson's Brewery Ltd. (Montreal)—J. M. McGillis and Paul Bienvenu, directors.

Northern Electric Co. (Montreal)—E. B. Conley, comptroller of purchasing; Donald A. J. McDonald, purchasing agent communications equipment division.

Otis Elevator Co. (Hamilton) — W. G. Robson, president; W. J. W. Reid, vice-president in charge of foreign operations at the parent company with headquarters at New York.

Sun Life of Canada (Montreal)—Lachlan Campbell, executive officer and actuary; H. F. Gundy, executive officer and underwriting executive; H. McLeod and J. W. Ritchie, actuaries; A. J. Moore, group actuary; L. J. Brown and E. W. Crowe, associate actuaries; G. W. Wilson, underwriting officer; J. F. A. MacIntosh, assistant superintendent of underwriting; T. M. Galt and A. H. Gray, assistant actuaries; R. D. Baldwin and A. C. McCallum, assistant group actuaries.

Retirement

London Assurance Group (Montreal)—D. K. MacDonald, as manager for Canada.

Auto Production

	Week ending Dec. 24 Cars	Trucks
Chrysler	2,018	82
Ford	Strike	Strike
General Motors	3,006	681
Nash	29	...
International	....	100
Studebaker	....	...
Totals	5,053	863
Previous week	5,333	670

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What Leading Executives Forecast for '55

Here Are Individual Reports On Canada's Economic Future

What's ahead for business in 1955?

The Financial Post asked that question of business and industry leaders across the country. On this and following pages are their replies.

Specifically, top management was invited to discuss the outlook for the level of business and employment as compared with last year and to comment on special problems in particular fields.

Their replies are timely for all business planners now, valuable as a year-round record. In being able to help focus the crystal ball for the business community at large in this report, The Financial Post is indebted to the some 100 executives who herewith offer their experience and insight.

A. J. Anderson

Vice-president, Frobisher Ltd.

While the cold war continues, we are continually going through different phases of adjustment to cope with it. There is a greater national sense of security at this time than we have experienced since the end of World War II.

Defense spending continues at a high level but not with such a feeling of desperation as has been evident in the past. The production of consumer goods has been increased to a point of abundance and the demand for these goods remains relatively high. It would appear there will be a leveling off of labor demands and it is quite apparent that industry is endeavoring to retard the increase in general costs by their resistance to the demands of labor unions. This, of course, will be reflected in stabilizing the cost-of-living index.

The stock markets throughout the Western world, i.e., Toronto, New York, London, Paris and Zurich, have all been experiencing a boom condition. The general rise in industrial shares and securities would indicate that the top financial brains have accepted inflation to this present stage as a fact and anticipate some further inflation. The blue-chip industrial shares have been accumulated and put away for the future — it is not expected they will reappear on the market. With this in mind, one can foresee that the next category of securities will experience a similar boom, if it is not already in effect.

With regard to mining in general, I feel that the demand for metals will continue to be substantial. The rise and fall in prices will be due to the supply and demand, but the over-all trend will be up. Research developments in rarer metals and rare earths has opened a field that is very difficult to appraise but its importance is bound to be great. I cannot foresee any change in the gold situation in the near future.

• • •

James P. Anderson

President and general manager, Dunlop Canada Ltd.

The significant things about 1954 have been the decline in farm incomes, the rise in unemployment figures and the development in many industries of conditions which have resulted in a greatly intensified competitive struggle to maintain volume, often at the expense of profits. Increased competition from imports has also brought home to many manufacturers the extent to which Canadian production and operating costs have been allowed to climb beyond levels which permit the Canadian manufacturer to be competitive.

I foresee a continuance for both sides of industry during 1955, of the process of 'coming down to earth' in this respect. I believe wage levels will tend to stabilize at or about their present figures, whilst industry struggles to regain those productive efficiencies necessary to survival in largely unprotected home markets and for sucessful competition in fiercely contested export markets.

The fortunes of the rubber industry are tied closely to those of the car manufacturers and for the latter, I expect 1955 to be slightly better than 1954. The rubber industry as a whole should see a market also slightly better than in 1954.

• • •

M. G. Angus

President, Lunham & Moore Shipping Ltd., and also Canadian Shipowners Association.

Prospects for ocean shipping generally are considerably better than they were a year ago but the Canadian ocean-going merchant fleet is smaller than it has been at any time during the past 35 years. The decision of the government not to assist the industry left it no alternative except to transfer its remaining Canadian flag vessels to United Kingdom registry and dismiss its Canadian sea-going personnel. There are now only five privately owned dry cargo vessels under Canadian flag regularly engaged in deep-sea trading.

Present indications are that the coming year will see the final demise of the Canadian merchant fleet—a situation which should be of real concern to every Canadian. As a nation, we will then be unable to exercise any control over the carriage of our overseas trade and in the event of war, we will have to rely on others for the "fourth arm" of defense. Canada will be the only great trading nation in the world in this position.

• • •

D. W. Ambridge

President and general manager, Abitibi Power & Paper Co.

The level of business activity in 1955 should be, if anything, somewhat higher than what it has been in 1954.

There are several reasons for this opinion, among them the fact that the Government of the United States is keenly interested in maintaining a high rate of production, and has quite recently found that its control over the money market is a powerful tool for the purpose

In the pulp and paper industry in Canada the demand for newsprint is almost certain to continue strong both in the United States and abroad.

Pulp prices which have been unsatisfactory for some time give promise of strengthening.

The future of the rate of exchange between the Canadian dollar and the American dollar is very uncertain and will have a great influence on the earnings of Canadian pulp and paper companies.

• • •

W. M. V. Ash

President Shell Oil Co. of Canada, Ltd.

Business activity in Canada sloped gently downward in the first half of 1954 from the peak it reached toward the end of the previous year. This significantly paralleled United States experience, though as usual somewhat later in time. Over the latter part of this year United States conditions have been steadily picking up and this is inevitably having a beneficent effect on the Canadian picture. Looking into 1955 a sense of optimism seems justified. In spite of the heavy burden of personal income tax, which it is hoped will be reduced in 1955, the total of consumers' income has never been greater and retail buying is hitting new highs in many lines. Some retail price easiness reflects competition and plentiful supplies.

In the oil industry there are hopeful signs. The refiner and marketer benefits from the high level of consumer purchasing of goods and services which has been mentioned. The oil producer is encouraged by some indication of a stiffening of world tanker rates, making Canadian oil more competitive, though like other Canadian exporters he suffers from the present exchange rate. Western Canadian gas at last shows some prospect of moving out of the ground into new markets.

In sum the prevailing note for the coming year seems to be one of quiet confidence.

• • •

Elmer E. Boswell

Vice-President Sheraton Ltd.

The plans for Sheraton Ltd. are based on the assumption that the year 1955 will break all records in the hotel business. This is partly due to the anticipation that our industry will take part in the expected upturn of business in general throughout Canada. This forecast also takes into consideration the greater operating efficiency which competition has forced upon most hotel managements.

The greatest problem confronting the hotel industry is the necessity for translating rising costs and wage rates into higher room rates for hotels in the face of growing resistance to such rate increases. Continuing motel competition is also a problem confronting hotel managements in smaller cities.

Despite these difficulties, we believe that the growing prosperity in this country will more than offset the higher costs of doing business in 1955.

• • •

J. U. Boyer

Vice-president and general manager, Provincial Bank of Canada.

In attempting to assess what 1955 holds for Canadians, it is best to take a quick glance at 1954. We have passed through a year which, while relatively good, was, in fact, the first postwar year not as good as the year before. The gross national product in 1954 dropped slightly from 1953; there was some slackening in economic activity; employment ran slightly behind the previous year and farm income was down, due mainly to a decline in grain exports.

Some of the adverse factors responsible for this moderate slackening off, this dip in business, appear to be arrested as we head into a new year. There are indications, not only in Canada but in the United States, that improvement has set in and the outlook appears to be healthier. There are bound to be soft spots in some industries and some sections but the over-all picture is encouraging for a steady continuance of the remarkable growth and development of this nation.

If conditions outside of Canada, and particularly in the United States, continue to improve, there is no reason why Canada cannot take this slight recession in stride and regain the economic momentum that has featured the postwar years.

• • •

R. D. Bell

President, Greenshields & Co. Inc.

The relative ease of money which has created a strong and rising bond market in 1954 may give way to some extent as the result of possible changes in the money policies of the central bank authorities of the U.S., U.K. or Canada arising out of business recovery. The great supply of mortgages, created by the housing boom, promises to be substantially maintained and will continue to compete with bonds in the institutional market.

Many special causes may arise to affect the stock market. The competition of newly formed U.S. and other investment companies pressing on a limited supply of existing equities, which has helped to push Canadian stock prices steadily upward, may subside to reduce the upward pressure of recent months on such prices. However, with stocks in strong hands both here and in the U.S. and, broadly speaking, with no drastic change in prospect as to demand and supply, prices should be reasonably stable.

• • •

Ole Berg Jr.

President, British American Oil

The Canadian economy can look forward in 1955 to operating at 1954 levels, or slightly better. The rise would reflect the upward tendencies, in evidence since mid-1954, in such key industries as pulp and paper, oil, chemicals, and some basic metals. Although there may be still some soft areas in the employment picture, improvement factors in the economy should result in a decrease in the rate of unemployment.

Canada's oil industry continues to be a pertinent index of the nation's basic economic health. Expenditures are maintained at near-record levels. The 1954 expenditure on exploration and development nearly equaled the 1953 record outlay of $350 millions. Approximately $60 millions was spent on increasing refining capacity and present plans call for an expenditure of $100 millions on additional refinery construction. Pipe line construction is expected also to reach an all-time high in 1955.

For the oil industry, 1955 is expected to confirm its importance as a bulwark of the Canadian economy and see the industry increase the already valuable contribution it is making to the nation's welfare and prosperity.

• • •

R. B. Bradley

President, International Harvester Co. of Canada.

Nineteen fifty-five will be a highly competitive year in practically all fields, particularly in the farm implement trade; but the odds are in favor of a better year than 1954. Economic activity is stabilizing and the effects of it will be felt by all industries, including agriculture.

For us to base 1955 sales objectives on 1954 results, I believe would be a mistake. There is a good possibility that farm cash income will rise in 1955. The outlook for Canadian food exports is more reassuring. Wheat exports will probably be up 30% to [illegible] in the first six or seven months and by July it is expected that farmers will have sold at least the equivalent of this year's crop. It is also expected that western farm income will be higher from January to July.

Plans for a rise in immediate and future retail sales should be made accordingly. We don't expect any let-up in competition for an increasing share of the market and 1955 business conditions must be met with 1955 business methods. It can be made a good year—if we are willing to put forth the proper effort.

• • •

Raymond Brunet

President, Canadian Construction Association and Ed. Brunet & Son Ltd.

The volume of construction in Canada in 1955 is expected to equal and probably exceed last year's volume of about $4.75 billions. This work will give on-site employment to an average throughout the year of over 500,000 with the peak demand taking place around Sept. 1. It is hoped that, with the co-operation of owners and designers, the trend toward more wintertime construction and a resulting reduction in seasonal unemployment will become increasingly apparent. Continuing general stability in construction costs and extremely keen competition will give owners "bargain" values for their construction dollars.

By categories of construction, a substantial increase in housing construction is expected due to a heavy carryover and the increase in mortgage funds following the entry of the chartered banks into the direct housing loan market. In the engineering construction field, the St. Lawrence Seaway and Power Development will receive increasing attention and sizeable gains are anticipated in the gas and oil facilities program. The volume of roadbuilding will also increase.

The ratio in the over-all total of the private works program to the public works program will be roughly four to one. Government encouragement to the former is just as important as action in the latter in helping to maintain a prosperous and expanding economy. Similarly, the construction industry must keep costs at levels that will attract investment in new projects. Material prices have in general declined during the past three years and the co-operation of labor in stabilizing costs is particularly necessary at this time.

• • •

W. C. Butler

Manager for Canada, Pearl Assurance Co.

The business outlook for 1955, in my estimation, is very clouded, and unless labor and business can learn to sit down together and take a realistic view of present conditions, the business outlook will get worse instead of better.

We must find some means to get rid of our surplus wheat crop, and put purchasing power in the hands of the farmers, or business as a whole will suffer in 1955.

I believe that this is going to be a real shakedown period, when our economy will at last get its feet firmly on the ground, and that we can look forward to continued progress after this period of adjustment has taken place.

I do not believe that we are in for any major depression, but people will begin to realize that they must work a little harder for continued progress, than they have had to do in the inflationary period, just behind us.

The insurance business will go through the same shakedown process, in which we will have to watch our expenses and streamline our business so as to meet competition.

But, I am not pessimistic about 1955, even if we just hold our own, knowing this is only a breathing space in which to prepare for further progress, which cannot help but come in this great Canadian country.

• • •

R. C. Berkinshaw

President and general manager, Goodyear Tire and Rubber Co. of Canada.

After a year which has been marked by an irregular pattern of business, including reduced profits and some losses in certain areas, there are indications that the months ahead will provide a period of increased business activity and a further increase in the strength of the Canadian economy. However, there are factors inherent in the latter which must lead us to exercise caution in any forecast of the future.

Declining exports, growing unemployment and increased competitive conditions are a few of the unfavorable factors to be faced. We can only maintain the Canadian economy at a high level if all interests are unitedly prepared to carry out a determined program designed to recapture and expand our foreign trade and increase our domestic markets.

To accomplish this objective, we must effectively meet the problems arising from: (a) our relatively high labor costs, which have adversely affected our competitive position in the world; (b) the present trend toward lower tariffs; (c) our extraordinary tax structure, which has such a marked effect on our price levels; (d) our too modest immigration program, when our need for an increased population and a larger domestic market is so clearly evident.

• • •

M. J. Boylen

President, Brunswick Mining & Smelting Corp.

The virility of the Canadian economy has confounded the sceptics in every postwar year. I expect 1955 to be no exception. But, it will be a year of testing. Business is facing increasing competition and, as one of the great exporting nations, Canadian goods have to meet prices set on a world-wide stage. Together, the lumberman, the farmer and the miner account for three quarters of Canada's exports. All three are great natural resources with which this country is plentifully endowed and, as long as government, labor and industry put their collective shoulder to the wheel, Canada's fair share of these markets cannot be properly challenged.

Looking to the farther future I have nothing but unbounded optimism. The St. Lawrence Seaway will have terrific impact. I see Toronto, for instance, a city with 2,000,000 population. And, normal increment in population for the Dominion as a whole will keep business expanding at an increasingly fast rate. In mining, which in the last few years has contributed such things as the Quebec-Labrador iron ore development and the Sherrit Gordon enterprise, we have already laid the groundwork for big, new uranium and base metal mines together with allied metallurgical and chemical industries.

• • •

E. G. Burton

President Robert Simpson Co.

Retail sales in 1954 will be very close to the all time record established last year. With an improving business outlook, retail sales volume in 1955 may increase slightly.

Our population continues to grow at an annual rate of almost 3%. New residential construction will likely reach a high point this year of more than 105,000 starts, with the prospect of an equally good year in 1955.

Personal income this year has suffered from a moderate decline in farm cash receipts, but this has not been sufficient to reduce the total below 1953 levels.

Because of the rising cost of services, particularly those of a fixed character, I would expect any increase in retail sales next year to come from a prospective slight increment in personal income, rather than from any reallocation of existing family expenditures. The outlook for sales of consumer durable goods, with the exception of television sets, is not quite as favorable as that for soft goods—food, drugs, clothing, and footwear.

I am confident that despite much more competition, retailers who do a good job in 1955 will be well satisfied and that consumers will be offered even better values than in 1954.

• • •

L. Clegg

President, Crane Ltd.

The over-all level of business will be not far short of what was accomplished in 1954. While some contradictory factors are apparent, the positives will balance the negatives to reflect business potentials comparable with last year's scale of activity.

Individual industries, namely, manufacturers of metal or metal products and certain parts of the textile industry will encounter increasingly severe international competition. Against this, domestic production costs will tend to push moderately upward due to wage demand pressures, transportation charges and overhead.

Imported goods, duplicating domestic products, will be freely offered at lower prices. This will have a retarding effect on Canadian manufacturing operations

(Continued on page 5)

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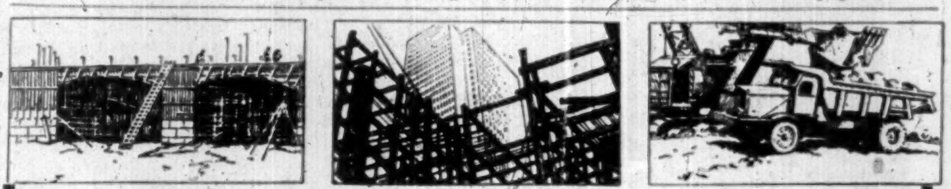

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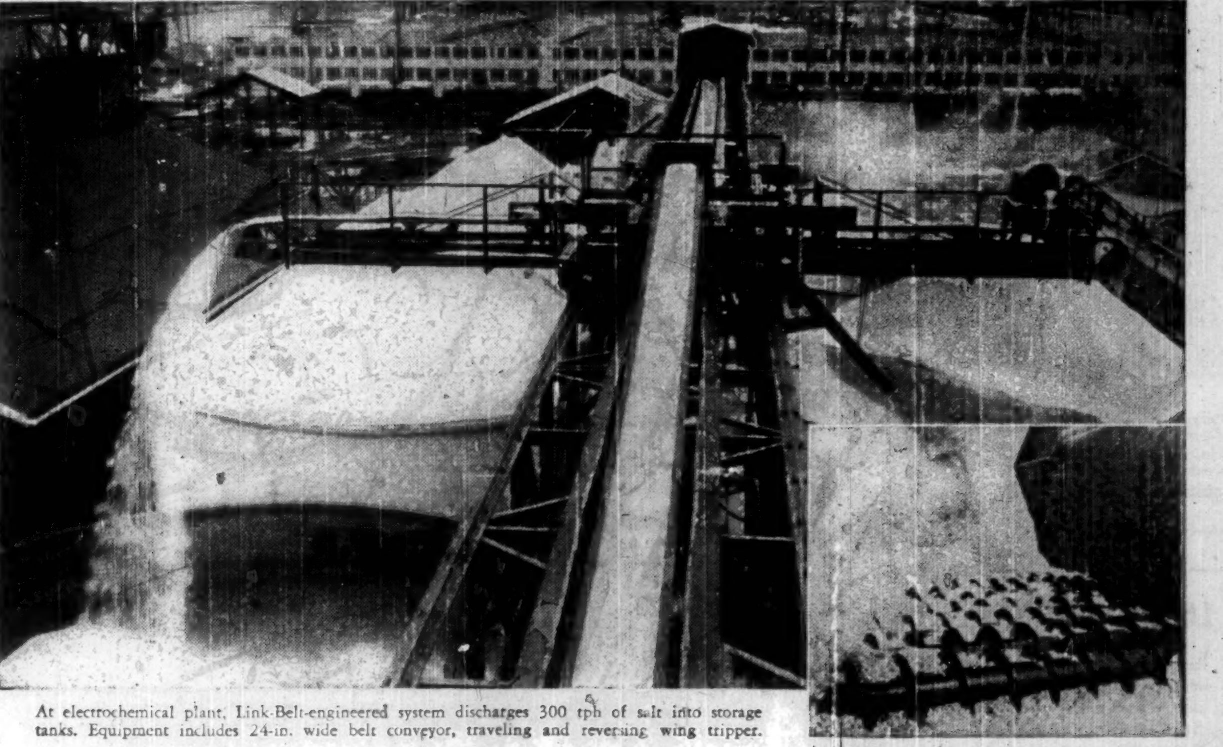

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What Leading Executives Forecast for '55

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What's ahead for business in 1955?

The Financial Post asked that question of business and industry leaders across the country. On this and following pages are their replies.

Specifically, top management was invited to discuss the outlook for the level of business and employment as compared with last year and to comment on special problems in particular fields.

Their replies are timely for all business planners now, valuable as a year-round record. In being able to help focus the crystal ball for the business community at large in this report, The Financial Post is indebted to the some 100 executives who herewith offer their experience and insight.

A. J. Anderson

Vice-president, Frobisher Ltd.

While the cold war continues, we are continually going through different phases of adjustment to cope with it. There is a greater national sense of security at this time than we have experienced since the end of World War II.

Defense spending continues at a high level but not with such a feeling of desperation as has been evident in the past. The production of consumer goods has been increased to a point of abundance and the demand for these goods remains relatively high. It would appear there will be a leveling off of labor demands and it is quite apparent that industry is endeavoring to retard the increase in general costs by their resistance to the demands of labor unions. This, of course, will be reflected in stabilizing the cost-of-living index.

The stock markets throughout the Western world, i.e., Toronto, New York, London, Paris and Zurich, have all been experiencing a boom condition. The general rise in industrial shares and securities would indicate that the top financial brains have accepted inflation to this present stage as a fact and anticipate some further inflation. The blue-chip industrial shares have been accumulated and put away for the future — it is not expected they will reappear on the market. With this in mind, one can foresee that the next category of securities will experience a similar boom, if it is not already in effect.

With regard to mining in general, I feel that the demand for metals will continue to be substantial. The rise and fall in prices will be due to the supply and demand, but the over-all trend will be up. Research developments in rarer metals and rare earths has opened a field that is very difficult to appraise but its importance is bound to be great. I cannot foresee any change in the gold situation in the near future.

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James P. Anderson

President and general manager, Dunlop Canada Ltd.

The significant things about 1954 have been the decline in farm incomes, the rise in unemployment figures and the development in many industries of conditions which have resulted in a greatly intensified competitive struggle to maintain volume, often at the expense of profits. Increased competition from imports has also brought home to many manufacturers the extent to which Canadian production and operating costs have been allowed to climb beyond levels which permit the Canadian manufacturer to be competitive.

I foresee a continuance for both sides of industry during 1955, of the process of 'coming down to earth' in this respect. I believe wage levels will tend to stabilize at or about their present figures, whilst industry struggles to regain those productive efficiencies necessary to survival in largely unprotected home markets and for sucessful competition in fiercely contested export markets.

The fortunes of the rubber industry are tied closely to those of the car manufacturers and for the latter, I expect 1955 to be slightly better than 1954. The rubber industry as a whole should see a market also slightly better than in 1954.

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M. G. Angus

President, Lunham & Moore Shipping Ltd., and also Canadian Shipowners Association.

Prospects for ocean shipping generally are considerably better than they were a year ago but the Canadian ocean-going merchant fleet is smaller than it has been at any time during the past 35 years. The decision of the government not to assist the industry left it no alternative except to transfer its remaining Canadian flag vessels to United Kingdom registry and dismiss its Canadian sea-going personnel. There are now only five privately owned dry cargo vessels under Canadian flag regularly engaged in deep-sea trading.

Present indications are that the coming year will see the final demise of the Canadian merchant fleet—a situation which should be of real concern to every Canadian. As a nation, we will then be unable to exercise any control over the carriage of our overseas trade and in the event of war, we will have to rely on others for the "fourth arm" of defense. Canada will be the only great trading nation in the world in this position.

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D. W. Ambridge

President and general manager, Abitibi Power & Paper Co.

The level of business activity in 1955 should be, if anything, somewhat higher than what it has been in 1954.

There are several reasons for this opinion, among them the fact that the Government of the United States is keenly interested in maintaining a high rate of production, and has quite recently found that its control over the money market is a powerful tool for the purpose

In the pulp and paper industry in Canada the demand for newsprint is almost certain to continue strong both in the United States and abroad.

Pulp prices which have been unsatisfactory for some time give promise of strengthening.

The future of the rate of exchange between the Canadian dollar and the American dollar is very uncertain and will have a great influence on the earnings of Canadian pulp and paper companies.

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W. M. V. Ash

President Shell Oil Co. of Canada, Ltd.

Business activity in Canada sloped gently downward in the first half of 1954 from the peak it reached toward the end of the previous year. This significantly paralleled United States experience, though as usual somewhat later in time. Over the latter part of this year United States conditions have been steadily picking up and this is inevitably having a beneficent effect on the Canadian picture. Looking into 1955 a sense of optimism seems justified. In spite of the heavy burden of personal income tax, which it is hoped will be reduced in 1955, the total of consumers' income has never been greater and retail buying is hitting new highs in many lines. Some retail price easiness reflects competition and plentiful supplies.

In the oil industry there are hopeful signs. The refiner and marketer benefits from the high level of consumer purchasing of goods and services which has been mentioned. The oil producer is encouraged by some indication of a stiffening of world tanker rates, making Canadian oil more competitive, though like other Canadian exporters he suffers from the present exchange rate. Western Canadian gas at last shows some prospect of moving out of the ground into new markets.

In sum the prevailing note for the coming year seems to be one of quiet confidence.

• • •

Elmer E. Boswell

Vice-President Sheraton Ltd.

The plans for Sheraton Ltd. are based on the assumption that the year 1955 will break all records in the hotel business. This is partly due to the anticipation that our industry will take part in the expected upturn of business in general throughout Canada. This forecast also takes into consideration the greater operating efficiency which competition has forced upon most hotel managements.

The greatest problem confronting the hotel industry is the necessity for translating rising costs and wage rates into higher room rates for hotels in the face of growing resistance to such rate increases. Continuing motel competition is also a problem confronting hotel managements in smaller cities.

Despite these difficulties, we believe that the growing prosperity in this country will more than offset the higher costs of doing business in 1955.

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J. U. Boyer

Vice-president and general manager, Provincial Bank of Canada.

In attempting to assess what 1955 holds for Canadians, it is best to take a quick glance at 1954. We have passed through a year which, while relatively good, was, in fact, the first postwar year not as good as the year before. The gross national product in 1954 dropped slightly from 1953; there was some slackening in economic activity; employment ran slightly behind the previous year and farm income was down, due mainly to a decline in grain exports.

Some of the adverse factors responsible for this moderate slackening off, this dip in business, appear to be arrested as we head into a new year. There are indications, not only in Canada but in the United States, that improvement has set in and the outlook appears to be healthier. There are bound to be soft spots in some industries and some sections but the over-all picture is encouraging for a steady continuance of the remarkable growth and development of this nation.

If conditions outside of Canada, and particularly in the United States, continue to improve, there is no reason why Canada cannot take this slight recession in stride and regain the economic momentum that has featured the postwar years.

• • •

R. D. Bell

President, Greenshields & Co. Inc.

The relative ease of money which has created a strong and rising bond market in 1954 may give way to some extent as the result of possible changes in the money policies of the central bank authorities of the U.S., U.K. or Canada arising out of business recovery. The great supply of mortgages, created by the housing boom, promises to be substantially maintained and will continue to compete with bonds in the institutional market.

Many special causes may arise to affect the stock market. The competition of newly formed U.S. and other investment companies pressing on a limited supply of existing equities, which has helped to push Canadian stock prices steadily upward, may subside to reduce the upward pressure of recent months on such prices. However, with stocks in strong hands both here and in the U.S. and, broadly speaking, with no drastic change in prospect as to demand and supply, prices should be reasonably stable.

• • •

Ole Berg Jr.

President, British American Oil

The Canadian economy can look forward in 1955 to operating at 1954 levels, or slightly better. The rise would reflect the upward tendencies, in evidence since mid-1954, in such key industries as pulp and paper, oil, chemicals, and some basic metals. Although there may be still some soft areas in the employment picture, improvement factors in the economy should result in a decrease in the rate of unemployment.

Canada's oil industry continues to be a pertinent index of the nation's basic economic health. Expenditures are maintained at near-record levels. The 1954 expenditure on exploration and development nearly equaled the 1953 record outlay of $350 millions. Approximately $60 millions was spent on increasing refining capacity and present plans call for an expenditure of $100 millions on additional refinery construction. Pipe line construction is expected also to reach an all-time high in 1955.

For the oil industry, 1955 is expected to confirm its importance as a bulwark of the Canadian economy and see the industry increase the already valuable contribution it is making to the nation's welfare and prosperity.

• • •

R. B. Bradley

President, International Harvester Co. of Canada.

Nineteen fifty-five will be a highly competitive year in practically all fields, particularly in the farm implement trade; but the odds are in favor of a better year than 1954. Economic activity is stabilizing and the effects of it will be felt by all industries, including agriculture.

For us to base 1955 sales objectives on 1954 results, I believe would be a mistake. There is a good possibility that farm cash income will rise in 1955. The outlook for Canadian food exports is more reassuring. Wheat exports will probably be up 30% to 35% in the first six or seven months and by July it is expected that farmers will have sold at least the equivalent of this year's crop. It is also expected that western farm income will be higher from January to July.

Plans for a rise in immediate and future retail sales should be made accordingly. We don't expect any let-up in competition for an increasing share of the market and 1955 business conditions must be met with 1955 business methods. It can be made a good year—if we are willing to put forth the proper effort.

• • •

Raymond Brunet

President, Canadian Construction Association and Ed. Brunet & Son Ltd.

The volume of construction in Canada in 1955 is expected to equal and probably exceed last year's volume of about $4.75 billions. This work will give on-site employment to an average throughout the year of over 500,000 with the peak demand taking place around Sept. 1. It is hoped that, with the co-operation of owners and designers, the trend toward more wintertime construction and a resulting reduction in seasonal unemployment will become increasingly apparent. Continuing general stability in construction costs and extremely keen competition will give owners "bargain" values for their construction dollars.

By categories of construction, a substantial increase in housing construction is expected due to a heavy carryover and the increase in mortgage funds following the entry of the chartered banks into the direct housing loan market. In the engineering construction field, the St. Lawrence Seaway and Power Development will receive increasing attention and sizeable gains are anticipated in the gas and oil facilities program. The volume of roadbuilding will also increase.

The ratio in the over-all total of the private works program to the public works program will be roughly four to one. Government encouragement to the former is just as important as action in the latter in helping to maintain a prosperous and expanding economy. Similarly, the construction industry must keep costs at levels that will attract investment in new projects. Material prices have in general declined during the past three years and the co-operation of labor in stabilizing costs is particularly necessary at this time.

• • •

W. C. Butler

Manager for Canada, Pearl Assurance Co.

The business outlook for 1955, in my estimation, is very clouded, and unless labor and business can learn to sit down together and take a realistic view of present conditions, the business outlook will get worse instead of better.

We must find some means to get rid of our surplus wheat crop, and put purchasing power in the hands of the farmers, or business as a whole will suffer in 1955.

I believe that this is going to be a real shakedown period, when our economy will at last get its feet firmly on the ground, and that we can look forward to continued progress after this period of adjustment has taken place.

I do not believe that we are in for any major depression, but people will begin to realize that they must work a little harder for continued progress, than they have had to do in the inflationary period, just behind us.

The insurance business will go through the same shakedown process, in which we will have to watch our expenses and streamline our business so as to meet competition.

But, I am not pessimistic about 1955, even if we just hold our own, knowing this is only a breathing space in which to prepare for further progress, which cannot help but come in this great Canadian country.

• • •

R. C. Berkinshaw

President and general manager, Goodyear Tire and Rubber Co. of Canada.

After a year which has been marked by an irregular pattern of business, including reduced profits and some losses in certain areas, there are indications that the months ahead will provide a period of increased business activity and a further increase in the strength of the Canadian economy. However, there are factors inherent in the latter which must lead us to exercise caution in any forecast of the future.

Declining exports, growing unemployment and increased competitive conditions are a few of the unfavorable factors to be faced. We can only maintain the Canadian economy at a high level if all interests are unitedly prepared to carry out a determined program designed to recapture and expand our foreign trade and increase our domestic markets.

To accomplish this objective, we must effectively meet the problems arising from: (a) our relatively high labor costs, which have adversely affected our competitive position in the world; (b) the present trend toward lower tariffs; (c) our extraordinary tax structure, which has such a marked effect on our price levels; (d) our too modest immigration program, when our need for an increased population and a larger domestic market is so clearly evident.

• • •

M. J. Boylen

President, Brunswick Mining & Smelting Corp.

The virility of the Canadian economy has confounded the sceptics in every postwar year. I expect 1955 to be no exception. But, it will be a year of testing. Business is facing increasing competition and, as one of the great exporting nations, Canadian goods have to meet prices set on a world-wide stage. Together, the lumberman, the farmer and the miner account for three quarters of Canada's exports. All three are great natural resources with which this country is plentifully endowed and, as long as government, labor and industry put their collective shoulder to the wheel, Canada's fair share of these markets cannot be properly challenged.

Looking to the farther future I have nothing but unbounded optimism. The St. Lawrence Seaway will have terrific impact. I see Toronto, for instance, a city with 2,000,000 population. And, normal increment in population for the Dominion as a whole will keep business expanding at an increasingly fast rate. In mining, which in the last few years has contributed such things as the Quebec-Labrador iron ore development and the Sherrit Gordon enterprise, we have already laid the groundwork for big, new uranium and base metal mines together with allied metallurgical and chemical industries.

• • •

E. G. Burton

President Robert Simpson Co.

Retail sales in 1954 will be very close to the all time record established last year. With an improving business outlook, retail sales volume in 1955 may increase slightly.

Our population continues to grow at an annual rate of almost 3%. New residential construction will likely reach a high point this year of more than 105,000 starts, with the prospect of an equally good year in 1955.

Personal income this year has suffered from a moderate decline in farm cash receipts, but this has not been sufficient to reduce the total below 1953 levels.

Because of the rising cost of services, particularly those of a fixed character, I would expect any increase in retail sales next year to come from a prospective slight increment in personal income, rather than from any reallocation of existing family expenditures. The outlook for sales of consumer durable goods, with the exception of television sets, is not quite as favorable as that for soft goods—food, drugs, clothing, and footwear.

I am confident that despite much more competition, retailers who do a good job in 1955 will be well satisfied and that consumers will be offered even better values than in 1954.

• • •

L. Clegg

President, Crane Ltd.

The over-all level of business will be not far short of what was accomplished in 1954. While some contradictory factors are apparent, the positives will balance the negatives to reflect business potentials comparable with last year's scale of activity.

Individual industries, namely, manufacturers of metal or metal products and certain parts of the textile industry will encounter increasingly severe international competition. Against this, domestic production costs will tend to push moderately upward due to wage demand pressures, transportation charges and overhead.

Imported goods, duplicating domestic products, will be freely offered at lower prices. This will have a retarding effect on Canadian manufacturing operations

(Continued on page 5)

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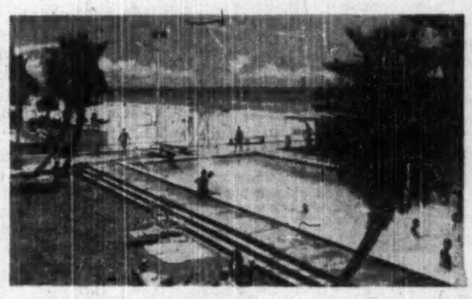

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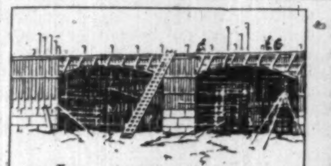

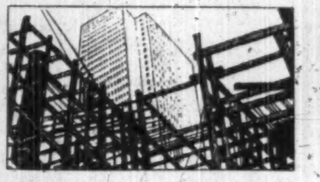

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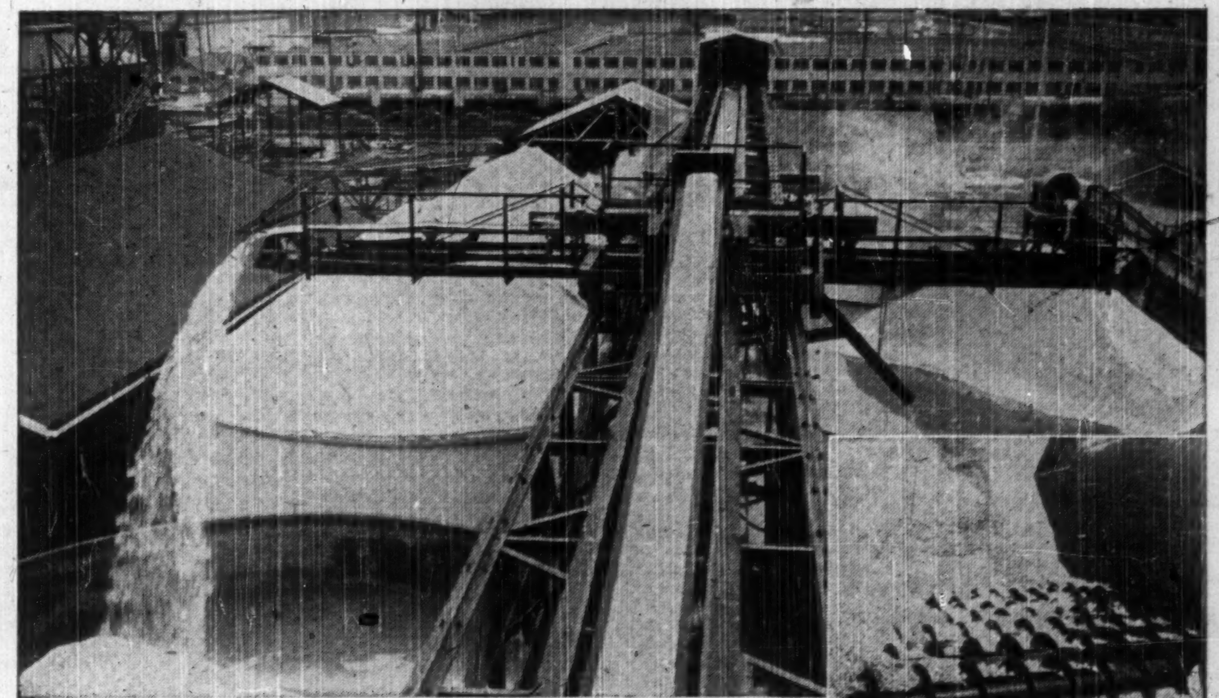

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Reginald H. Line, President, Kelvinator of Canada, Limited, announces the appointment of Roy D. Chapin, Jr. to the Board of Directors.

Son of one of the founders of the Hudson Motor Car Company, Chapin has held various positions within that organization, starting in the Hudson engineering department in 1938. He is presently Assistant Sales Manager.

Chapin, 39, was born in Grosse Pointe, Mich., and was graduated from Yale in 1937. He is married and has four children.

In addition to being a director of Kelvinator of Canada, Limited, he is also a director of American Motors Corporation, Limited, Proof Products Corporation, Central Continental Corporation, and the Roy D. Chapin Foundation.

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Niagara Falls, N.Y., a Vice-President and Director of Research of Moore Corporation, Limited, who has been elected a director of the Company.

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BUSINESS BAROMETER

By PAUL S. DEACON

What the Market Says for '55

Bullish Sentiments Based on Bright Business Outlook

How Stock Groups Climbed

DBS SECURITY PRICE INDEX (1935-9=100)

Groups	Index Dec. 23/54	% change since Dec. 24/53	% change since *Oct. 1/53
Investors Price Index (101 stocks)	208.5	+36.6	+40.1
Machinery & Equipment	563.3	+44.7	+54.0
Pulp & Paper	836.0	+53.5	+68.7
Milling	156.1	+21.4	+19.7
Oils	166.2	+40.6	+43.4
Textiles & Clothing	175.4	—0.9	—8.6
Food & Allied Products	150.6	+23.4	+23.2
Beverages	519.1	+23.7	+32.8
Building Materials	387.9	+40.6	+47.1
Industrial Mines	149.8	+46.4	+41.5
Utilities	183.0	+26.3	+26.2
Banks	229.7	+28.1	+36.0
Dominion of Canada Long Term Bond Yield Index	99.0	—15.5	—18.7

*Start of 15-month bull market phase.

The rise in common stock prices in the past year has affected virtually all the major market groups.

That doesn't mean all stocks have gone up in price, but there have been enough in each group to push most of them into higher ground.

The extent of the rise by groups is indicated in the accompanying table which shows the changes in the individual indices compiled by the Dominion Bureau of Statistics. Only the textiles and clothing index has resisted the trend.

The rise in bond prices, and the accompanying decline in bond yields which was an important factor in the stock market rise, is reflected in the drop in the index of long term government bond yields.

That's all past history now. On the other hand, if the stock market is successfully playing its role as business forecaster, (perhaps the showing in recent months provides a lead to future activity.

Taking the 11 main groups that make up the Investors Price Index of, the biggest gain in the past year was shown by the pulp and paper stocks. Other groups exceeding the average rise of 36.6% include machinery and equipment, oils (index includes mainly integrated companies), building materials and industrial mines.

The six remaining groups all lagged behind, although as mentioned earlier, the textiles index was the only one to show a drop —and that was a small one.

Why the Bulls?

Why the bullish sentiment? Many companies are looking for an improvement in sales in 1955, after a not-too-bad 1954. Some are looking for an improvement from present position that's not too comfortable, but the main thing is they think the next 12 months should be busier and, they hope, more profitable.

Modernization programs are paying off in several cases in greater sales and earnings, despite strong competition.

There are some minus signs too. For instance, some firms report reduced backlogs, and heavy competition for what business is still there. Imports are a worry to some.

Some of the firms in the machinery and equipment category are facing special problems, for instance. The makers of rolling stock have run into a period in which the railways have slowed up buying to offset declining revenues, and there may be a lull in activity. On the other hand, this is more the normal, rather than the abnormal, in this branch of the industry.

The farm implement makers in this group have run into significant drops in sales, particularly on this continent. However, some improvement is looked for here in 1955.

Some appliance makers have had a rugged competitive struggle for the past while. But most think business will be better in the next year, with earnings up too.

In the pulp and paper field, business is good and most expect it will be even better in 1955. Prices are firm (there will be a slight price increase in at least one pulp grade in the first quarter) and demand is rising in most categories (fine papers have been a bit less buoyant lately).

The flour milling business is more uncertain, with export markets in some doubt and domestic markets, particularly for such things as ready-mixed packaged foods, increasingly competitive.

Upturn for Oil

The oil companies are all looking for bigger sales in 1955. Although some prices have been down slightly, they think earnings will be better too. Many textile firms expect better sales, but they're less certain about earnings, and they're starting from a depressed level in most instances.

In the food field, increases in business are also looked for, particularly by the food chain operators. The competition for business among the brewers has caused some reductions in earnings of some firms in this branch of the beverage field, and the bid for business is not likely to get less hectic in 1955. The distillers expect good business.

Building materials makers have a lot of work ahead. Residential construction is expected to continue at a good level, and there are many important industrial capital programs in the cards. The St. Lawrence Seaway and the various pipeline building projects are among the major jobs.

Better metals demand and prices are helping the industrial mines. The utilities firms are in for further increases in demand, and the gas distributing firms particularly are counting on busier times.

The bank stocks have taken on added glamour because of the trend to offer shares to shareholders to raise more capital. There have been three such offerings already, and more are looked for. The banks are also branching into new activities—particularly in the field of mortgage financing. So investors feel that the banks may not only "grow with Canada," as is so often claimed for them, but for a while, they might even grow a little faster.

All these things have been taken into account to a great extent in the market price increases that are reflected in the DBS price indices. How well prices are maintained will depend a great deal on how well current business expectations are substantiated.

New Quebec Pr. Common Sold

MONTREAL (Staff) — Quebec Power Co.'s offering of 110,682 new common shares to stockholders on a one-for-five basis was 98.14% subscribed, it is announced. The few shares not taken up were sold at the market price.

The offering closed Dec. 15, and was made at $23 per share. Proceeds of the issue, about $2,550,000, are being used to increase facilities to meet growing power demands in the company's territory.

The proceeds will meet capital requirements probably well into 1957, according to President J. A. Fuller.

Montreal, Cdn. Exchanges Suspend Broker for Year

MONTREAL (Staff) — Suspension of John McFetrick, of McFetrick & Co., from both the Montreal and Canadian stock exchanges was based mainly on sections of the bylaws which govern the manner in which members conduct their transactions.

Suspension is a rare thing with each of the local exchanges — there have been only four since 1937. But not for at least 20 years has a member been found guilty and suspended for the reasons in this particular case, it's understood.

The Governing Board of the MSE and the Board of Management of the CSE, it was stated, "unanimously found Mr. McFetrick guilty of acts, conduct and practices unbecoming a member of the exchanges and inconsistent with just and equitable principles of trade and detrimental to the welfare of the exchanges." They did not elaborate.

McFetrick became a member of the MSE in January, 1954, the CSE (formerly Montreal Curb Market) in April, 1934. Until earlier this year, his firm was known as McFetrick, Scarlett & Co.

He was actually found guilty on Nov. 25, and had intended to appeal the ruling. But only a few hours before a special general meeting of MSE members was to have been held recently on the case, he gave notice that he had withdrawn the appeals.

One-Year Suspension

McFetrick's suspension runs for one year, from Dec. 16. During this period, he is deprived of all rights and privileges of membership, and no other member can do business for him without permission of the MSE Governing Committee and the CSE board of Management.

The bylaws of the MSE and the CSE under which action was understood to have been taken are similar.

Section 9 of the MSE's bylaw 21 reads: "No purchase or sale shall be recorded unless it be a bona fide transaction between a buyer and a seller. The words 'bona fide transaction' require the contract to be genuine. There must in every instance be a real change of ownership and not a mere subterfuge. The member must conscientiously believe that this is the state of affairs and that there is nothing fictitious, collusory or colorable in the transaction. This applies especially to so called 'reported' or 'contra orders' transactions: while such transactions may take place in accordance with section 8 of this bylaw there must be a genuine buyer and a genuine seller, that is to say, two separate and distinct clients each acting in his own interest."

Section 3 (d) of bylaw 31 is more all-inclusive. It provides for suspension if "the methods or practices adopted by such member or firm in carrying on business are detrimental to the interest or welfare of the Corporation ....?

Details of the McFetrick case have not been made public.

Shell Oil Plans $4 Million Mtl. Refinery Boost

A $4 million expansion program at Shell Oil Co. of Canada's Montreal East refinery will get under way shortly. The extensions, scheduled for completion late in 1955, are intermediate steps in an over-all program designed to ultimately increase the refinery's total capacity from 44,000 to 55,000 barrels of crude oil per day.

The current expansion includes the addition of a new vacuum flasher and an increase in the capacity of the catalytic cracking unit from 16,500 to 19,500 b/d. The cat cracker capacity is being increased through installation of a new furnace and a novel internal regenerator cooler, the first of its kind in Canada. On completion of the vacuum flasher the combined capacities of the new and existing units will be raised to 32,000 b/d.

A contract for construction of the vacuum flasher has been awarded to Arthur G. McKee Co. of Canada. Work on the catalytic cracker is being undertaken by Shell's engineering staff. The Montreal refinery was built in 1932 with an initial capacity of 5,000 b/d. In 1950 a multi-million dollar expansion equipped the refinery with the latest type catalytic cracking unit.

Montreal Line To Increase Oil Sales 70%

"We will see the day, not many years away, when Canadian crude will be carried by pipeline to Montreal and refined in the greatest refining centre in Canada," J. Gerald Godsoe, vice-president of British American Oil Co., told the Electric Club of Toronto this week.

An extension of the pipeline which now links the west to Sarnia could reach refineries located in the Toronto area a year or two before Montreal, he said.

"No matter how thoroughly the producers of domestic crude saturate the increasing markets offered by normal growth they will be receiving a diminishing share of the entire national market unless they can break into the vast industrial and population region covered by the Montreal refineries."

With a pipeline supplying western crude, the Montreal market (with a refining capacity of 200,000 barrels a day by next year) could mean over 70% more business for the Canadian producers.

"We are now well on the road to self-sufficiency, and better, in our oil production," Mr. Godsoe stated. "Subject to extending our crude markets, both domestic and external, we should achieve self-sufficiency within the next few years. We are now in a position to refine virtually all the petroleum products that we can consume in this country."

Referring to the widely publicized new gasoline and the octane race, Mr. Godsoe said continued research is going to effect still further improvements in gasoline. "I foresee the day within the next five years when 100-octane gasoline will be making its appearance on the market and you will be driving your 10-to-1 ratio engine with a tankful of the high octane gas that today goes into aeroplanes."

keeping Canadian OIL on the MAP
NICKLE MAP SERVICE LTD.

H. J. BROWN

has been named president and general manager, Burroughs Wellcome & Co. (Canada).

Mando to Install New Paper Machine

Minnesota & Ontario Paper Co. plans to add a high speed, four-roll newsprint machine, having an annual capacity in excess of 80,000 tons at its Kenora plant.

Construction of this machine and related additions to the Kenora plant will be undertaken by the subsidiary Ontario-Minnesota Pulp & Paper Co. and will cost an estimated $16.8 millions altogether in 1955, 1956 and 1957. The machine (No. 10) will also permit greater flexibility in the production of higher grade specialty papers at Fort Frances and International Falls.

Minnesota & Ontario has applied for listing of its common shares on the New York Stock Exchange. Until now, it has been listed only on the Toronto Curb and the Canadian Stock Exchange.

Molsons Builds In Advance For Bigger Brewing Demand

MONTREAL (Staff)—With Canadian brewing capacity increased so much in recent years, was Molson's Brewery Ltd. wise to take on its big commitments of large-scale investment in Toronto and further improvements at Montreal?

President Hartland deM. Molson posed this question at the annual meeting recently, and answered "yes"—in the long-term sense. But he warned there may be times when the industry's additional capacity is unprofitable.

"It is true," said the president, "that the statistics could be somewhat alarming. Present capacities of the breweries in Canada are double those of 1939 and yet another 715,000 bbl. capacity is either being built or in sight. This increase since 1939 cannot, of course, be justified by population increase, but other factors have come into our lives which I venture to suggest are almost as important."

These include:

—Tremendous expansion of Canada's economy.

—Income and consumer spending at record levels.

—Urbanization; individual demand for beer is greater in towns than in the country.

—Near doubling of per capita consumption since 1939.

—Long-term population growth prospects.

The present phase—marked by lower industry sales—"is one through which every business and, for that matter, every expanding country must expect, to go from time to time," he felt. "Beyond it the future is bright . . ."

Mr. Molson thought that industry sales—down for the first 10 months of 1954—would likely go a little lower before beginning to rise.

On the construction front, the president said the new Toronto brewery is proceeding "satisfactorily." In Montreal, $1.7 millions will be spent this year on a new two-story building designed to convert Molson's to a fully palletized system of materials handling.

Cost of this Montreal addition is expected to be recovered "in a relatively few years" by savings.

President Molson indicated that introduction of two new brands in one year by the company—a move "virtually without precedent"—stemmed from the growing popularity of light-bodied products.

Company Reports

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Beverages

MOLSON'S BREWERY LTD. consolidated net profit for the year ended Sept. 30, 1954, was $3,665,164, 18.4% lower than previous fiscal year's net of $4,489,345.

"This year we experienced a moderate decline in our sales which has brought about an even greater decrease in net profits," reports President H. deM. Molson. The general downward trend for the industry has been particularly marked in the company's traditional stronghold, Quebec, where sales percentage decline was three times as great as in Ontario, Mr. Molson says. The cold wet summer and decreased disposable income in Quebec's textile areas were the two main reasons for the downtrend, the president states.

With shrinking demand coinciding with the concentration of brewing capacity in fewer hands, competition marked by price cutting has become more intense, and sales and advertising expenses have accounted for an increasing proportion of company expenditure, Mr. Molson reports. Furthermore the company is concerned that some present selling techniques are having an adverse effect on public goodwill on which the brewing industry depends.

Construction of the new plant in Toronto is proceeding almost on schedule and management expects it to be in full production by the summer of 1955. Company's new administration building was occupied in August. Additions to land, buildings and equipment were $4,773,183, of which $3,500,000 was spent on the Toronto brewery.

The introduction of the company's new lager, Crown & Anchor, has been successful, the president reports.

In April the excise duty on malt and the gallonage tax on dutiable beer were replaced by a straight gallonage tax of 38c per gallon on all beer, subject to a small allowance for wastage. It is not thought that the change will affect the level of taxation.

CONS. INCOME ACCOUNT

Years Ended Sept. 30:	1954 $	1953 $
Net earnings	8,507,778	10,867,195
Less: Deprec.	1,142,614	1,147,850
Income taxes	3,700,000	5,230,000
Net profit	3,665,164	4,489,345
Less: Dividends	1,800,000	1,800,000
Surplus for year	1,865,164	2,689,345
Earnings per Share and Dividend Record:		
Class A & B	$2.44	$2.99
Paid	0.80+0.40	0.80+0.40

Note—In company's report, net profit includes profit on sale of fixed assets of $104,178 in 1954 and loss on sale of fixed assets of $31,735 in 1953. On this basis, earnings per share were $2.51 in 1954 and $2.97 in 1953.

CONDENSED CONS. BALANCE SHEET

As at Sept. 30:	1954	1953
Cash	$1,884,837	$215,301
Accts. rec., less res.	2,879,565	3,260,293
Inventories	3,111,519	3,311,632
Bonds & shs.*	7,220,719	9,390,694
Total curr. assets	15,096,640	16,177,920
Misc. assets	1,336,494	1,702,691
Fixed assets†	12,735,796	9,068,603
Total assets	29,168,930	26,949,214
Accts., etc., pay.	2,009,428	889,220
Inc. taxes pay.	2,105,070	3,274,904
Total curr. liab.	4,114,498	3,864,124
Capital stock	300,000	300,000
Earned surplus	24,754,432	22,785,090
*Market value	7,703,680	9,342,400
†After deprec. of	9,816,705	8,772,738
Working capital	10,982,142	12,313,796

Shipping

ISLAND TUG & BARGE LTD., Victoria, net profit for the fiscal year ended July 31, 1954, was $138,284, 23.4% higher than previous year's net of $112,095.

During the year the company disposed of six sailing ship type barges and one floating derrick, reports President H. B. Elworthy. The ocean-going tug "Sudbury" was acquired. A number of British built tankers have been purchased and are being converted into special type log barges, liquid carrying barges, and dry cargo barges. The successful towing of four of these barges from the Caribbean area to Victoria by the "Sudbury" and "Island Sovereign" was an outstanding marine event, says Mr. Elworthy.

A local shipyard has constructed and delivered one steel scow. The company has placed an order for two more.

"The operations of our wholly owned subsidiary, Young & Gore Tugboats Ltd., have been satisfactory," the president reports.

Uncompleted additions to fixed assets total $309,809.

INCOME ACCOUNT

Years Ended July 31:	1954	1953
Net earnings	$378,351	$377,634
Less: Depr.	115,763	140,563
Interest	5,304	6,476
Income tax	119,000	118,500
Net profit	138,284	112,095
Less: Pref. divd.	37,500	37,500
Surplus for year	100,784	74,595
Earnings per Share and Dividend Record;		
Preferred	$2.77	2.24
Preferred•	0.75	0.75
Paid	0.50+0.25♦	0.50+0.25♦
Common (after partic.)	11.20	8.29

•Maximum available in year under participation clause.

♦Participating bonus.

CONDENSED BALANCE SHEET

As at July 31:	1954	1953
Cash	$127,308	$128,593
Accts. rec. less res.	311,737	360,577
S'plies & prepay'ts	113,839	100,888
Bds. matur. Mar. 1, '55	8,980	......
Total curr. assets	561,864	590,058
Def. exp., etc.	11,102	15,661
Investments	63,208	81,864
Invest. subs.	50,320	50,320
Contracts	27,160	53,580
Fixed assets*	1,255,179	849,683
Total assets	1,968,833	1,641,128
Accts., tax., etc., p.	395,719	302,865
Bonds due	35,000	24,000
Divd. pay.	12,500	12,500
Total curr. liabs.	443,219	339,365
Deferred liab.	163,300	966
Reserve	......	4,423
Funded debt	70,000	116,000
Capital stock	530,000	530,000
Earned surplus	762,314	650,377
*After depr. of	746,582	641,866
Working capital	118,645	253,693

ANNOUNCEMENT

SANGAMO COMPANY LIMITED

M. C. COUTTS

Mr. H. L. Burrow, President, Sangamo Company Limited and Wagner Electric (Division of Sangamo Co. Ltd.) Leaside, Ontario, announces the recent election by the Board of Directors of Mr. M. C. Coutts as Vice-President in Charge of Manufacturing.

Good Resolutions

The New Year is an appropriate time for new resolutions. Among them should be a decision to take stock of your complete investment holdings, checking market prices, dividends and current yields and re-examining individual securities in the light of your current investment requirements.

Since there is no time like the present for putting good resolutions into practise, we suggest that you send a list of your holdings to our nearest office at once. We shall be pleased to evaluate them as of the beginning of 1955 and to enter the values in a convenient "Investment Record" for your use. No obligation is involved.

Our organization is always available to serve you in investment matters at any time.

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London, Eng. Chicago New York

A copy of our
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featuring several Canadian issues providing yields of from 4% to 7%, will be forwarded upon request.

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Advisory Committee
to the
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ESTATE
(British Columbia)

* * *

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James S. Eckman E. D. H. Wilkinson
Gilbert J. Hardman

•

Head Office
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JIM: Well Pete, from the invitation we got yesterday, you're going to walk down the centre aisle next month with a daughter on your arm, eh?

PETE: That's right — and only last night the young couple took Mother and me to see a very smart little bungalow they're buying.

JIM: Good for them! Hope he's got a good down-payment saved.

PETE: As a matter of fact, they're paying nearly all cash, and there's a story goes with that. In 1942, when my daughter won that scholarship that saw her through University, I wanted to do something for her future. Everybody was expecting a depression, but CO-ORDINATOR Investment Service said not. So I bought 100 shares of Westons at $18.00, and put them away. Just the other day I sold at $63.00 — and so . . .

JIM: So they've actually bought a cute little bungalow for only $1,800.00, eh? What a stroke of luck!

PETE: That wasn't luck, Jim! The advice CO-ORDINATOR Investment Service gives to me, and all its clients, is based on sound research, understanding, and the Co-Ordinator RULE. They tell me when to SELL as well as when and what to BUY. By following their advice to the letter I've made quite a nice sum of money — and remember, I'm only one client, they can do just the same for YOU.

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ANNOUNCEMENT

J. E. MacNELLY

The Halifax Insurance Company announces the appointment, effective January 1st, 1955, of Mr. J. E. MacNelly as General Manager, succeeding Mr. J. Cecil Stuart, who retires as of the close of business, December 31st, 1954.

Mr. MacNelly, Assistant General Manager of the Company for the past ten years, first joined The Halifax Insurance Company in 1936, and has a record of thirty years' experience in the insurance field.

What Business Planners See in Crystal Ball

(Continued from page 3)

and could result in further contraction of employment in the affected industries. Government action to protect Canadian industry and maintain employment cannot be further delayed.

The plumbing and heating industry can look forward to continued demand for its products. House-building will again attain 1953-1954 levels. Institutional construction will be in the forefront, with the emphasis on hospitals and schools. Commercial construction should be maintained in total volume, with some large hotel projects dominating the picture in individual cities. No shortages of material are anticipated.

Some sectors of industry are expected to show expansion, notably the pulp and paper group. Oil well development should go along at a higher rate. Gas transmission and distribution and the first stages of the St. Lawrence Seaway wil provide a large share of activity, with secondary effects on businesses associated with these developments. However, the general perspective on the industrial front points toward no early renewal of heavy expenditures on plant expansion.

The plumbing and heating industry must be prepared to compete even more keenly for a due share of the consumers' spending dollars in a market wherein buying is attracted toward higher consumer appeal items such as television, automobiles and appliances.

* * *

C. Gordon Cockshutt

President, Cockshutt Farm Equipment Ltd.

The year 1954 in the implement industry has been most unsatisfactory, particularly to such companies as are dependent to a large extent on Canadian purchasing. Poor crop results and large, unsold carry-overs made this condition inevitable, but there are strong hopes for a much better showing in 1955.

The increased spread between farm and manufactured goods' prices has detrimentally affected sales to farmers in the Western Hemisphere generally.

To some extent, this can be expected to continue throughout '55, but it seems that possibly the bottom has been reached and it should be possible to improve sales. Overheads generally have been reduced on account of necessity and the industry should be in a better position competitively to provide volume.

Inventories continue to be excessive, although progress has been made in liquidating them.

In conclusion, it would seem likely that sales and production might be reasonably expected to improve.

* * *

N. R. Crawford

President, Dow Chemical of Canada.

Generally speaking the level of operations, and hence profits, in the basic chemicals industry varies directly with the average level of all other manufacturing industries. So if business as a whole is to be good this coming year, the chemical business should be good. Present readings of most of the forecast barometers indicate that it will be.

This is not to say that all products will receive wide distribution or that all companies will be operating at top level. There is currently excess capacity in Canada for certain chemicals and many plants will fit the market better in a few years than they do today.

Modernization of existing plants and replacement of obsolete or abandoned ones will probably take precedence over the construction of plants for new products during 1955. In fact this may continue for some time until certain unfavorable factors are overcome. Among these are (a) tardiness on the part of Ottawa in modernizing the out-moded chemical tariff, (b) reluctance of certain foreign countries, including many in the Commonwealth, to relax their import controls, and (c) the delay in returning to world convertibility of currencies.

* * *

E. J. Cosford

President and managing director, Canadian Car & Foundry.

The year 1954 has been an active one for the railway equipment industry, with the modernization and expansion program by the railways in good volume, and the passenger car program particularly noteworthy. Generally, the outlook for 1955 indicates a leveling in demand consistent with the economic factors governing the industrial activity of the country as a whole.

The decline in freight loadings by the Canadian railways is generally recognized. Despite this reduction, the Canadian railways have gone ahead with their dieselization program to effect operational economies. As this program progresses, coupled with expansion of trackage, it becomes only a question of time till further rolling stock will be required to meet demands and operational needs.

The geography and distances of Canada are such as to necessitate a strong and adequate system of railways. This is as true today as it was in the days of Confederation, to whose success railway transportation contributed so much. It must be remembered that the railways found Canada little more than a geographical expression and made it a nation. The railways, to meet the expanding needs of our country, must have the support of all segments of the nation.

The current expansion in the populated and industrial areas of Canada is accompanied by that symbolic step of progress so closely associated with our history — the laying of new railway track. Projects recently completed or now under way in many parts of Canada add about 1,200 miles of new tracks — equal in distance from Montreal to beyond the head of the Lakes. The newest member in our Canadian railway system, the Quebec North Shore and Labrador Railway, has constructed 360 miles of new track, which is more than the distance between Montreal and Toronto.

The growing needs of an expanding Canada create demand for rolling stock of modern design. The railways' requirements will offer a challenge to the industry measured with the prevailing standards of equipment builders of the North American continent. The industry is fully conscious of the need to maintain the high level of product excellence associated with Canadian rolling stock for many, many years.

The recognized contribution of the Canadian railways to the growth of Canada as a nation is also a tribute to that segment of industry that manufactures and supplies the rolling stock and related goods. The car builders, locomotive builders, foundries, machine shops, and supplies which constitute the railway equipment industry stand ready to continue their major function in the national economic pattern of Canada in providing the rolling stock needed for further national development.

* * *

A. F. Culver

President, Royal Securities Corp.

While the rapid expansion of the Canadian economy that has been under way since the end of World War II was interrupted in 1954, the general level of business activity was well maintained and the year that has just closed will probably be recorded as the second-best in our history. An encouraging feature of the year's development was the limited extent of the downturn following such an extraordinarily long period of growth.

Although it is too early to suggest that the readjustment period is definitely over, the prospects seem to be that 1955 will be a good business year. With the general outlook brighter than a year ago and increasing production evident in certain industries, there are grounds for hope that business activity may again be pointing upwards. While Canada's economy will continue to be affected by many factors over which we have no control, there is nothing in the immediate situation to suggest that the coming year should not add to its further constructive development.

* * *

R. H. Davis

President, Atlas Steels Ltd.

We look back on 1954 with mixed feelings, but all in all it has been a year of progress. Our experience of sharply reduced business and sales in 1954 was the necessary incentive for reducing overhead and streamlining our production operations.

We enter 1955 healthier and with slightly larger and more balanced inventories to meet the demands of the Canadian and export markets.

There was a slight upturn in business the last three months of 1954 and judging from recent activity, we would expect 1955 to show some improvement over the year 1954. This is the first time we have had an improvement in business for many years that does not seem to be based on inflationary influences. With this sound beginning we would hope for better results in 1955.

If we can carry on this improvement without changes in the price of raw materials and wages, we may witness a true return to normal and healthy business conditions.

* * *

H. Norman Davis

President, Ogilvie Flour Mills.

I do not anticipate much change in the flour milling picture during the coming year.

The export situation, which has leveled off to some extent could be better, but in view of the competitive nature of this business, it is doubtful if there will be any improvement, which means that the domestic market will be keenly contested—a condition that has existed for some time.

The severe crop failure in the west this year emphasizes how important a sizeable carryover can become as it assures ample supplies of good milling wheat for the next twelve months, which, under conditions of the normal carryover, might have been difficult to obtain.

This year should see demand and supply more in balance which will improve the lot of western agriculture.

* * *

R. J. Dinning

President, Burns & Co.

A substantial drop in purchasing power, in the three Prairie provinces in 1955 is anticipated. Crop damage by frost and rust have taken a heavy toll. Despite the substantial deposits in rural branch banks the farmers will follow a policy of cautious spending, and new equipment will not be in active demand. On the assumption that there will be no marked change in tariffs, livestock prices are expected to remain steady and the stability of the markets will be more apparent. Building activities may be less pronounced and oil and gas exploration work should remain active.

There will be some drop in the demand for labor in 1955, particularly in the building trades, though those industries with export channels available should continue on a fairly even level.

General conditions will be less buoyant than in 1954. In certain areas where the rust blight was particularly bad substantial assistance will be required by the farmers for seed and operating requirements.

* * *

W. E. P. Duncan

General Manager, Toronto Transit Commission.

Due to the wide diversification of industry in the Toronto district and the influx of new population into the area, the present general volume of business should be maintained throughout 1955.

Increase in traffic congestion in the central district, however, is encouraging decentralization of industrial and residential development into many scattered communities which are difficult to provide with adequate transportation and other necessary services.

Plans for relief of traffic congestion should have top priority in 1955 and should include further separation of mass transportation from other forms of street traffic. The Yonge Street subway has proven very successful in this respect and has changed the travel habits of a great many people with benefit to all.

The Toronto Transit Commission is at the present time going through a period of transition due to the extension of its responsibilities to the entire metropolitan area of 240 square miles. Further adjustments to its service and to its fare structure must be anticipated as a more stable pattern of traffic emerges.

* * *

James S. Duncan

Chairman and president, Massey-Harris-Ferguson Ltd.

Uncertainties as to marketings and price levels of agricultural products, accompanied by extraordinarily perverse weather in the east and west, from spring to fall, made 1954 an unusually difficult year for the Canadian farmer. These conditions were reflected in the sales, production and employment figures of the implement industry.

While lower cash income will continue to be a factor in the early months of 1955, there are encouraging signs that the pendulum may have reached a point from which it will begin to swing back in a more favorable direction.

Marketing authorities expect wheat exports to exceed those of last year by a margin sufficient to quicken the pace of deliveries to elevators, and result in the exchange for cash income, by crop year end July 31, of both the small 1954 crop and all of the surplus farm-stored grain.

In the United States, where the Canadian implement industry has important markets, the signs point to greater stability in agriculture and an improved climate for implement sales.

Given a good spring and favorable crop conditions it would not be overly optimistic to look for improved prospects for the Canadian implement industry as the year proceeds.

* * *

W. I. Drynan

President, Canadian Canners Ltd.

It is anticipated the year just finishing, 1954, will be a record shattering year in the retail food trade.

In our opinion 1955 could be another record year for food volume, and our merchandising and sales policy, with increased production facilities, is being planned accordingly.

Shortages on some items could develop but would be offset by other food items in good supply.

There should be sufficient merchandise in Canada for ordinary needs and very few, if any, soft spots in the pricing picture.

We are proud that we are a Canadian-owned company, producing Canadian products for Canadians. As Canada grows greater our future for the distribution of our Aylmer and other Canadian products, was never brighter!

* * *

T. W. Eadie

President, Bell Telephone Co. of Canada.

In 1954 the general level of industrial activity in Canada remained close to the 1953 peak despite declines in certain types of manufacturing production, lower Prairie grain yields and some reduction in foreign trade. Demands for new homes and goods and services remained strong and should continue to do so as long as employment and incomes are well maintained.

The demand for local and long distance telephone service in Ontario and Quebec—the territory in which we operate—also remained at high levels in 1954.

We now have close to 2,300,000

(Continued on page 9)

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NATURAL GAS . . .

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Featured in the current issue of our "Investment Review" is an informative article dealing with past, present and future aspects of the natural gas industry in this country . . . of timely interest in view of recent developments.

Also included is a commentary outlining current activities of Inspiration Mining and Development Company Limited with special reference to its "producer-in-the-making" the Beaucage mine.

This issue also contains a page of comment on business and finance as well as a list of investment recommendations.

For a copy of this interesting publication, just write or telephone any of our offices mentioning "Investment Review".

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The Editorial Page

Good News For Us Too

News of booming prosperity in Britain and much of Western Europe will be as welcome on this side of the Atlantic as the other. After their long siege of austerity, the British certainly deserve a break. This is of the greatest material importance to us in Canada too.

For stable prosperity in Canada, export markets for our surplus production are imperative and the more the better. So long as Britain and Western Europe were in economic difficulties there was little real hope of any substantial and permanent revival in exports across the Atlantic.

Since the war we have had to depend more and more upon outlets in the United States. But there are many products in which Canada and the United States are competitors. There are others for which the United States does not normally supply a sufficient outlet.

With a return of prosperity we can now expect that Britain and other big importers in Western Europe will begin to buy again and to ease the tariff and other restrictions they imposed on our exports after the war.

Not only will a new and substantial export market help our economy in good times, but, of equal importance, it gives us some real assurance of maintaining our vital foreign trade if we run into trouble with exports to the United States. On more than one occasion we have been glad indeed to export across the Atlantic when, for various reasons, U. S. buying slackened.

This British and European prosperity is too new yet to make much actual difference. But it could begin to be reflected in our export picture very soon in the new year.

From past experience we know that there is a big market for such things as wheat, flour, newsprint, lumber and metals in Great Britain. As a result of recent industrial development in West Germany, Belgium and Holland there should be a similar market in that territory too. The real key that will let us in is sustained prosperity and for the first time since the war, there are some real signs of that.

New Year's Resolution

This New Years, let us have the gumption
To cut our pheno-barb consumption
By taking life a little easier,
And cultivating an outlook breezier.

A friend of ours, a doctor whose professional duties take him all over the continent, startled us the other day by telling us that we live in the "high pheno-barb belt."

He went on to explain that consumption of sedatives like pheno-barbital, and painkillers, like aspirin, follows a definite pattern in North America, and is unusually high, per capita, in and around the cities of Central Canada.

Stimulated by the seasonal climate of good cheer, he went on to compose the above rhymed resolution for our readers' consideration.

When Time Will Stand Still

A year from now, a brand new holiday word could be on the lips of people around the world—Worldsday.

It is the bonus holiday included in the new world calendar so that specific dates fall on the same day each year. Under the new calendar setup, January, April, July and October will each have 31 days; all other months will contain 30 days. The extra day we tack onto February in leap years now would follow June 30 every four years.

The matter is before the United Nations Economic and Social Council now and is expected to be dealt with in the next few months. If there were general agreement between nations, the switch could be made at the end of 1955. If not, the change would probably be postponed until 1961 since our present Jan. 1 must fall on a Sunday for a smooth transition.

Biggest obstacle is thought to have been overcome with the approval of the new calendar by the Vatican last summer. Now main criticism in Canada seems to be built around regularity and monotony of July 1 always falling on a Sunday or Christmas on a Monday.

Offsetting this is the obvious advantage of regularity in year-to-year business and social planning.

There is also the lure of a "free" day at the end of each year when time is suspended from New Year's Eve for 24 hours until New Year's Day.

For the revelers who start on New Year's Eve to welcome the New Year it will mean an endurance test. The serious resolution-maker will have a full day to contemplate before committing himself. For the philosophical, it will be a day to relish and to savor as time literally stands still and the rest of the world does not go by.

Short Memories

French foreign policy or lack of policy is confusing enough without misinformation added by outsiders with short memories. In discussing the surprising vote by the French National Assembly on German rearmament U. S. Columnist Dorothy Thompson this week states that the defense of France is "a basic policy of the United States" and it "has already involved us in two wars."

What Frenchmen will think of that bald assertion one can only surmise. But even nearby Canadian readers will certainly wonder. They have reason to remember these two wars very well, having been engaged in them from the start.

Notwithstanding Miss Thompson's "basic policy," however, the United States managed to stay uninvolved for most of the first war and for at least a third of the second. Meanwhile France was quickly and dangerously invaded and in the second was completely occupied. Even then it took a German declaration of war against the United States, not vice versa, to bring Uncle Sam in shooting.

There may be, as Miss Thompson points out, grave reason to question what sort of co-operation would be forthcoming from France in any future world war. But in fairness we should remember France from bitter experience may wonder about co-operation, too.

Politics or Sound Business?

The Federal Department of Public Works has been criticized for its new policy of requiring general contractors in bidding for contracts to name the subcontractors they would use.

Under such a system, it is suggested, the contracts could be awarded on the basis of the politics of the subcontractors. Of course, the critics add that they aren't saying the Government is actually going to do this—but it might.

This is a somewhat captious criticism of what is actually an improvement in businesslike handling of the taxpayers' money. As The Post has pointed out before, the new policy has several advantages.

It will prevent subcontractors who prepare estimates and tender to general contractors from losing the work after the general contract is let. Sometimes other subcontractors who have not estimated, offer, or are induced to undercut the lowest subtrade bid. The saving, which doesn't go to the taxpayer anyway, frequently is made at the expense of the quality of the work.

This new ruling will assure the Department that the subcontractors it is getting are reliable and competent. Some architects on work for private clients also insist on knowing who the subcontractors will be, for the same reason.

If the Department wanted to "play politics" with subcontracts it could no doubt do so in a less formal manner and without a public announcement. The whole trend of the Department is away from politics anyway.

It is also suggested that the department would like to know the addresses of subcontractors before letting the general contract. The implication here is also that politics may be involved. If the Department is interested in such information, it is not necessarily an improper interest. While everyone wants the Government to let contracts to the lowest dependable bidder, most people also agree that one of the functions of public works is to smooth out employment. If prices are alike, the Government might in some circumstances be justified in letting contracts so as to help depressed localities.

Suppression Boomerangs

A riot had taken place at Headingly jail, an institution operated by the Manitoba Government. Following the riot, officials hindered newsmen who were covering the story, and in the case of a news team from CBC-TV, were successful in confiscating and destroying films made at Headingly.

The two Winnipeg dailies covered the event very thoroughly in spite of the news blackout and the Manitoba Government has probably learned once again that officials can't crawl into bed and pull the covers over their heads when something unpleasant happens.

There's not much doubt that the citizens of Manitoba will learn, in due course, what happened at Headingly.

Attempts to suppress information invariably whet the public appetite for details. There's no doubt that interest in the Headingly outbreak has been stimulated, rather than quelled, by the type of news coverage the event received.

There remains, though, the important question of the TV films. They are destroyed, and they can't be replaced. They may not have been useful films, or significant films. They may even have been very dull films. But they were a report of things the public is properly concerned about.

Whenever public officials oppose scrutiny of their affairs, the public is quite properly entitled to the view that there is something very wrong with the affairs or with the officials.

Labor Could Upset This

The Canadian Automobile Association has asked for elimination of the 15% excise tax on automobiles. This levy, it argues, puts cars out of the reach of many prospective buyers and reduces sales thereby spelling unemployment for many Canadians.

In the weeks before Finance Minister Harris brings down his budget it is safe to assume that dozens of other groups will join the auto makers in asking for a reduction or elimination of taxes that particularly interest them. How far the Government will or can go in this matter, however, is another matter.

Whatever is done, though, as the Edmonton Journal points out, can only be justified if the whole saving is passed along to the consumer. In this period of stepped-up competition, most manufacturers would agree. There is a hitch, however, that could upset that process. If labor were to seize on such tax cuts as an excuse for a new round of wage increases manufacturing costs would go up and prices could not be lowered.

Labor unions may well be looking desperately for such an excuse early in 1955. Their cry would be that lowered or eliminated taxes would increase profits by increasing volume and that labor is entitled to share in the benefits.

If labor leaders are really interested in higher incomes and higher standards of living for their members, they will allow the process to take its natural course and make the commodities concerned cheaper and more readily available to everyone.

Our Role as Mediator

The middle position between the United Kingdom and the United States has been the traditional position for Canada.

At few points in history, however, has the mediatory role been more important than it is now as world leadership completes the swing from the U. K. to the U. S. and Russia steps up a subtle campaign to divide the two.

Here's how Lawrence Hunt, New York attorney and staunch friend of Canada on the international scene, described the situation to the Canadian Club in London, Ont. recently:

> "Canada has been destined to be not only a strong, rich and progressive nation on her own account but also to be the Interpreter's House between Great Britain and the United States. When Britain and America get "too far out on a limb," Canada can help them climb back to safety, with a minimum of embarrassment. She understands the understatements of the one and the overstatements of the other. She can translate to each the different accents with which they speak a common language. She knows their sometimes different approach and different timing toward the same goals. She appreciates the best in both nations."

The role of mediator is seldom easy. Under the international circumstances that prevail now and promise to continue in immediate future years, it is a very difficult one demanding the utmost in intelligent and tactful handling.

The role is an honorable one for Canadians but carries with it the gravest responsibilities.

Napier Moore's
Scratch Pad

THERE WAS A BY-ELECTION in the Bahamas the other day. The people of the island of Eleuthera voted to fill a vacant seat in the colony's House of Assembly. The total number of ballots wasn't high; about 1,136. Some 70-odd were spoiled. And the result was close. The successful candidate, Useph Baker, an Eleuthera man, beat his opponent, Trevor Kelley, wealthy Nassau businessman, by 10 votes—488 to 478.

Now all this might seem like small potatoes to Post readers, but the battle was reminiscent of the Donnybrooks we used to have in Canada in the early days. Feeling ran high. Rival newspapers hurled stinkpots. The election day excitement was terrific.

The Nassau Guardian, supporting Kelley, accused the Nassau Tribune, of printing ballot slips with the candidates names in illegal order, an accusation the Tribune was able to upset. The Tribune, all out for Baker, accused Nassau's big business interests of attempting to rig the election for Kelley. It claimed that dozens of Nassau people, outside the Eleuthera constituency, were sold pieces of Nassau-owned land in the neighboring island, fifty miles distant, for no other purpose than to enable them to cast a vote. The paper's Eleuthera correspondent reported that on election day numerous boats and chartered planes landed these "day-tripper" voters, many of whose qualifications were challenged at the polling booths by a prominent lawyer acting for the Baker forces. There were accusations of bribery; stories of natives standing on the roadway "waiting for Mr. Cash."

The classic is the Tribune's quotation of an observation it claims was made by a party pundit:—"I don't like this secret ballot. In the old days of the open ballot, you paid your money and you were sure that the man was going to vote for you. But with this secret ballot you pay your money and have no means of knowing whether he will vote for you or not. I CALL THAT CORRUPTION."

* * *

PRINCESS MARGARET is to be in the Bahamas from February 26 to March 2, and the beneficial effects of that visit are already apparent in the ancient capital of Nassau. Public buildings are being repainted in their semitropical hues, flower beds are being frantically replanted, roads are being debumped. Statues of Columbus and Queen Victoria are being spruced up, as is Government House. From the standpoint of the tourist trade this is all going to pay dividends. From the standpoint of the residents, winter and permanent, it will be a blessing.

Apart from this, in an outpost of the Commonwealth a Royal visit means much more than we in Canada are apt to realize. Its meaning transcends personalities, romanticism. To countless people throughout the world it is symbolic of something they treasure. It is symbolic of the benevolent dominance of the Crown, itself symbolic of the State—that is the public interest—over the interests of any political, or any other, faction. It isn't a question of glamour. As was the visit of the Queen to Tonga and Fiji, it is a thing of the spirit, difficult for the people of republics to understand. As a case-hardened reporter, we find it not a little moving.

* * *

TODAY, we called on a Post Office Official. We went to complain about our nonreceipt of our Toronto newspaper. As a paid-up subscriber we have received only one issue in four weeks. The official was most apologetic. He took us behind the scenes in this old and wholly inadequate centre of communication. He pointed to a great pile of mail bags. He said, "That is all second class mail. More than 100 bags of it. We're away behind in the sorting. I doubt that we'll be able to touch it until after Christmas." Then he smiled and said, "Mr. Moore, we're a small post office compared with the post offices you know in Canada. And, after all, the Christmas mail comes first. Christmas comes ahead of everything else, doesn't it? It means so much to so many."

* * *

WE WENT BACK to our post box to find a pile of Christmas cards—from Canada, England, the United States, Australia, New Zealand, South Africa, Singapore, Greece, France, Belgium, Denmark, Norway and Sweden. The first card we opened was from the Dominion Brewers' Association of Ottawa. We thought it nice of the Brewers' Association because we aren't allowed to include beer in our diet. The card was one of a series depicting famous Canadian hotels of old. This time it was the Sea Side Hotel at Rustico Beach, Prince Edward Island, a fashionable spot during the 1870's and '80's. The rates were a bit steep in those days—$2 to $2.50 per day, including meals." No doubt it was a special lunch, but when the newly appointed Governor-General, the Marquis of Lorne, and H.R.H. Princess Louise paid a visit in 1897, the menu included: Boiled turkey, roast turkey, ducks, wild ducks, tongue and chicken ham, roast beef, corned beef, cold lamb, chicken and lobster salad, colored blanc mange, tipsy cake, charlotte russe, jelly, meringues, trifle, luncheon cake, pineapples, oranges, apples, pears, peaches, figs, raisins, nuts, champagne, port, cherry and claret.

Of course they had TIME for a snack in those days.

* * *

And, speaking of time, A HAPPY NEW YEAR to you.

Stop Me If . . .

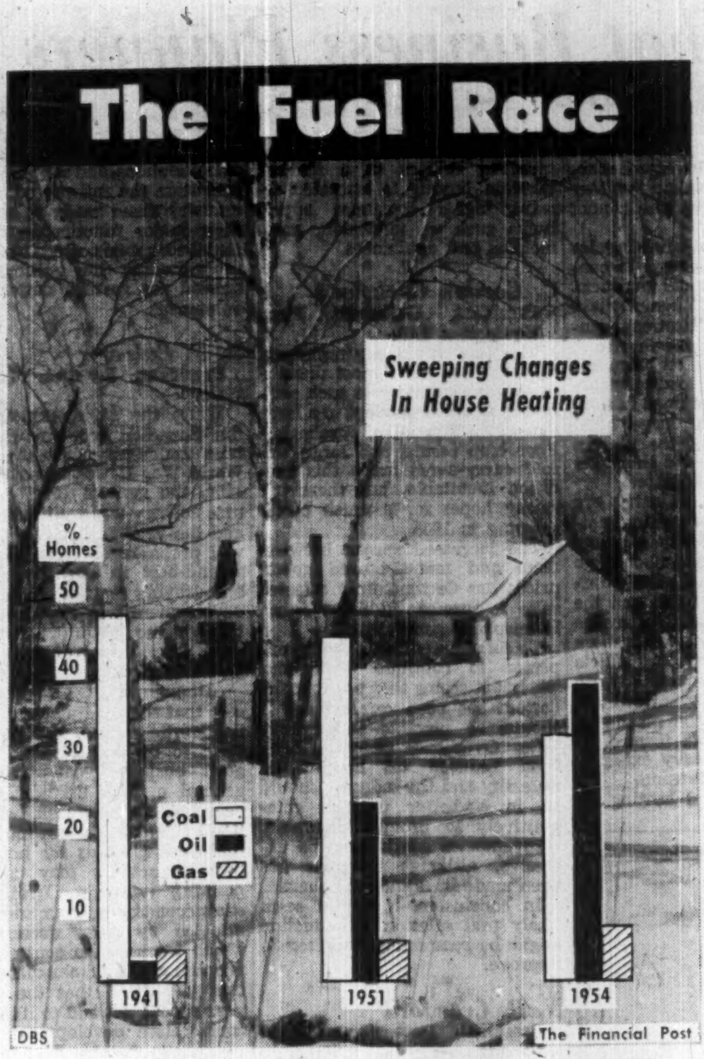
"Now we know that the earth is round," said the schoolmaster.

"Tell me, Thomas—would it be possible for you to walk round the earth?"

"No sir!" replied Thomas.

"And why not?"

"Cause," came the unexpected reply, "I twisted my ankle playing football!"



Post Scripts

New Colgate-Palmolive Head

An American with extensive experience with his company in Caribbean countries and Colombia has come to Canada as head of Colgate-Palmolive Ltd. operations here.

Carl Guy Grace has been with Colgate-Palmolive since his graduation from university in 1929. In 1939, he went to Kingston, Jamaica, as general manager covering British West Indies and Haiti. For the past six years, he has directed Colgate - Palmolive affairs in Colombia.

MR. GRACE

Born in Albany, Missouri, 47 years ago, Grace took his early education there before attending Northwestern University at Evanston, Illinois. He graduated with a commerce degree in 1929.

He went directly from University to Colgate-Palmolive, first in the export department. A year later, he was promoted to the sales and advertising department.

Grace came to Canada from Colombia last April when he was named executive vice-president and general manager. In taking over as Canadian president, he succeeds C. R. Vint, who occupied the position for 51 years. During that time, Canadian staff of the company grew from 15 to 1,000 and products from one article to over 50 products turned out now.

Coming to Canada is like coming home, says Grace. It is a return to the climate he likes and the languages and customs he knows. Here, he says, he has a feeling of permanency whereas he could not "settle down" in the southern hemisphere.

The move means a change in his family life too. His 18-year-old son Philip had to leave home for his high school education, but now as a student at University of Toronto is able to live with his parents in their home in Willowdale, a northern residential suburb of Toronto. A daughter, 13-year-old Joan, is attending Havergal College, Toronto.

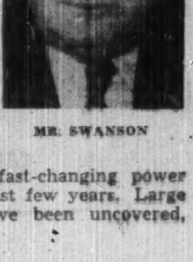
The months Mr. Grace has spent in Canada have been busy ones, too busy for him to take up the tennis, golf and boating that have been his main leisure-time interests. He is looking forward to them again though, and has expressed interest in the Canadian game of curling.

* * *

Directs Saskatchewan Gas

Appointing a natural gas expert as Saskatchewan Power Commissioner five years ago would have caused raised eyebrows. Saskatchewan had very little natural gas and some experts said it would never find substantial gas reserves.

But there was no surprise this winter when gas man John K. Swanson was named chairman and only member of the Saskatchewan Power Commission. The Commission is the regulatory body for power and natural gas systems not included in the big government-owned Saskatchewan Power Corporation.



MR. SWANSON

Appointment of the stocky, friendly Swanson mirrors Saskatchewan's fast-changing power picture of the last few years. Large gas reserves have been uncovered, one major city (Saskatoon) converted to natural gas. As further supplies become available and when the projected cross-Canada gas pipeline becomes a reality, other Saskatchewan cities and towns will switch to gas. It's only a matter of time until gas is the major power-producer in Regina, Prince Albert, Moose Jaw, Swift Current and other centres.

For the past two years, Swanson has been in Calgary as an executive and oil and gas consultant. But he's no stranger to Saskatchewan.

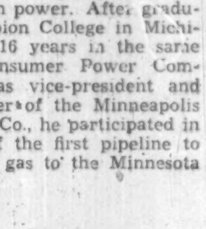
He came to the province in 1938 and for 10 years was vice-president and general manager of Northern Natural Gas and Franco Public Service Ltd. in Saskatoon. In 1949 he went to work for the Saskatchewan Natural Resources Department as supervisor of natural gas development. Two years later he was named assistant director of mineral resources. Thus Swanson had a front seat during three of the most interesting and crucial years of power development in Saskatchewan.

A native of Caithness County, Scotland, he has long experience in North American power. After graduating from Albion College in Michigan, he spent 16 years in the same state with Consumer Power Company. Later, as vice-president and general manager of the Minneapolis Gas and Light Co., he participated in development of the first pipeline to supply natural gas to the Minnesota metropolis.

* * *

He has Moved Around

Jack Plumpton, 42, recently appointed secretary-treasurer and comptroller of National Steel Car, Hamilton, was formerly a resident of Montreal. He came to the company last year and upon the retirement of veteran H. J. Farnan a few weeks ago, he succeeded to the position of secretary-treasurer. That sort of work is not new to Plumpton.



MR. PLUMPTON

Prior to joining National Steel Car he had been attached to Price Waterhouse Systems Division, had served as secretary - treasurer with Canadian Cottons, three years, and acted in the same capacity with Lymans Ltd. from 1945 to 1949. He was also a director of the latter wholesale drug company. Earlier Plumpton held an important post with Sorel Industries.

Jack Plumpton earned his C. A. degree the hard way. Articled with Rutherford, Molson, Williamson, and Cushing, Montreal accountants, he worked throughout the day, and studied at night, while attending courses at McGill University. In 1938 he received his degree.

With apparent confidence in the future, Plumpton was married the same month of graduation. The couple now have three children and have taken up residence in suburban Port Nelson.

Plumpton holds memberships in the Institutes of Chartered Accountants of Quebec and Ontario, the Controllers Institute of America and the American Management Association. He is a member of St. Christopher's Anglican Church.

Since arrival in Ontario, he has devoted a considerable amount of his spare time to orienting his children to their new province, traveling by car, whenever an opportunity presents itself. The rearing of the children is given precedence over conventional favorite pastimes, although he does find a little time for fishing and golf.

What Others Are Saying

Editorial of the Week

Spending Others' Money

Regina Leader-Post

Citizens who are normally pretty careful with their own money are coming to be alarmingly generous in spending other people's money. Not only that. They are showing (1) a matching imaginative extravagance in thinking up reasons for their largesse and (2) practically endless emotional resources in underlining it.

Far be it from anyone to label this sort of thing as insincere. These good people are mostly self-interested folk under the spell of current philosophies or do-gooders whose sentimental hearts simply bound every time they trip over an appealing case and respond with "something should be done about it."

Unfortunately, they have developed a habit of turning to the public purse as the solution. They are personally sensitive in the taxation field but, true to form, they feel that, when the extra costs are spread around, no one will notice it, much, good will have been done—and anyway, it ought to be done.

The solution in this confusing field is simple. Let the citizen be as careful of other people's money as he is of his own. In the personal field, he is normally discriminating—and also generous. But the measure of that generosity is for him to decide. He has no democratic or moral right to undertake to decide the measure of his neighbor's generosity.

Other People's Views

WESTERN GAS producers should remember that the price being offered for gas to be piped to the East is a starting figure, explains the **Calgary Albertan.** "As the market is built up over the years the cost per unit of moving the gas goes down and that saving will be passed on to the producer. The 14c price is therefore a starting price; it will go up in later years, as the business grows. If this price is not enough to give the producers a living wage, then they won't sell and the project will collapse. The current task is to persuade them that (a) it is the best available price, and (b) with increments over the years it will provide them with a living wage."

INCREASE IN COLOMBO AID fell short of what other member countries of the plan wanted from Canada, says the **Sydney Post-Record.** "It is understood that Canada was asked to increase its contribution by $10 millions for the next fiscal year. That no doubt would be desirable, but the majority of Canadians are not likely to be critical of the decision to limit the increase to $1 million. The Treasury is faced with possible budgetary deficits this year and next."

LET'S BACK CPA's multi-million dollar plan for a trans-polar air service linking Vancouver and Europe, urges the **Vancouver Sun.** "This new 'Canadian Pacific dream' when realized will give Canada its rightful place among the great air powers of the world and put Vancouver on the map as a hub of global air traffic. Both Canada and Vancouver have waited too long for this destiny."

THE CITY OF THE FUTURE will not grow haphazardly, suggests the **Sherbrooke Record** confidently but without mentioning dates. "Its transportation problem and that of its water supply will be solved in advance. Its subways will be in running order before there is a passenger within miles. Its streets will be wide enough for parking at both curbs and for parking in the middle and there will be plenty of roadway left for two vehicles to travel in each direction."

A NATIONAL REVIEW BOARD for charitable appeals is urgently needed, declares the **Ottawa Citizen.** "As matters stand the danger of impositions on the public is disquietingly great."

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The Secrets of Louis St. Laurent

by Ian Sclanders

He didn't want to get into politics. Now he is the greatest vote-getter Canada has ever known. How did he do it? What of his character, and what are his ideals? You'll find the answers in the January 1 Maclean's.

I Say Your Child Can't Read

by Dr. Rudolph Flesch

Dr. Flesch shouts an angry warning at every teacher and parent. "The schools are wrong to change from the phonic method of teaching reading. The word-recognition method presently in use, teaches children to guess what is on a printed or written page." Dr. Flesch tells what's wrong with the way your children are taught to read and what we should do to correct it.

EXCLUSIVE

The Russian Mind

Would a cowboy movie draw crowds in Moscow? Are Soviet women really free and equal? Do Russian teen-agers do what they're told? The answers to these and other pointed questions were given to Sidney Katz in a remarkable interview with a Russian Psychiatric Director. See the January 1 Maclean's for this fascinating story.

The Best and Worst Movies of 1954

Clyde Gilmour makes his annual report on what the movie-makers had to offer during the year.

PLUS:

- The Laurentian Mountains—40 Millions Worth of Snow
- No Wonder Italians Like to Eat
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With features like these, it's no wonder that all Canada is talking about the new, exciting Maclean's.

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Here's a Market for 1955

Here are the number of homes in Canada* which have:

No Home Freezer	3,596,000
No Television	2,914,000
No Vacuum Cleaner	1,871,000
No Automobile	1,690,000
No Installed Bath Or Shower	1,300,000
No Sewing Machine	1,255,000
No Refrigerator	839,000
No Washing Machine	639,000
No Radio	136,000
Total number of households in Canada is	3,734,000

*As of September, 1954

Architects In Crossfire As Generals, Subs Fight It Out

(Continued from page 1)

help, it's argued. The general contractor doesn't know how the other subcontractors' prices, submitted to the architect, range. He may lose the job by objecting to the lowest subcontractor nominated to him.

And, as one general contractor says, architects may select a subcontractor in whom they have confidence rather than one they don't know who has a lower bid — "architects play favorites more than general contractors," he says.

Another argument is that the prices architects get on separate bids would not be as low, generally, as large, efficient general contractors would get from the same subcontractors.

A subcontractor knows that a particular general contractor puts down a premium on speedy prosecution of a job and keeping costs down. He can tender at a low price to that general contractor because he knows his own costs will be lower working with him.

On a bid to an architect, the subcontractor's bid must cover the costs he may run with an unknown general contractor, it is argued.

Partners in big architectural firms can't handle all the mechanical and subtrade bids in person. Why shouldn't it be as easy to bribe architects' employees as general contractors' to give out tender information, a general contractor asks? He doesn't concede that much "peddling" of bids is done anyway.

Subcontractors argue, on the other side, that an architect can lose his license to practice if he accepts an offer from a subcontractor to undercut the lowest competitive bid. Nothing much can be done about a general contractor who does, they say.

The general contractor replies that subcontractors can stop bidding to any general contractor they suspect of "bid peddling." "That would isolate him. In the long run, we depend on competition and can't afford to peddle bids."

One of the biggest doubts in the minds of the architects is the trouble involved if they should have to let awards for all lesser trades too. The mechanical and electrical subcontractors say there is a clear difference between their trades and plasterers and the like, which would exempt the architects from accepting other subtrade bids.

Setbacks In Toronto

In the meantime, the "striking" electrical and mechanical subcontractors at Toronto have had three setbacks. First, the Queensway Hospital mechanical and electrical contract went to the Canadian Comstock Co. The hospital board had refused to accept mechanical and electrical tenders the way the subtrade associations asked, and Comstock alone had bid to general contractors.

Then Imperial Oil electrical and mechanical work, in the millions of dollars, went to Canadian Comstock also. Here the architect had complied with the subcontractor association's request that he call their trades separately. But Comstock was the low bidder.

Now, it develops that all the subcontractors did not hold the line on the small but significant Jarvis St. Collegiate addition: Seven or eight general contractors could get no mechanical or electrical bids, but others did. The issue, which will come before the Board on January 12, is whether several uninvited separate mechanical and electrical bids and bids from general contractors with no mechanical electrical prices should be considered with the others. The Board has in the past called separate bids sometimes itself, but didn't this time.

(It appeared last week that all the mechanical and electrical subcontractors had bid only to the board itself.)

Major New Copper Camp In Making For Ontario?

(Continued from page 1)

Temagami Mining Co. appears to be the biggest prize so far.

Early in the new year Temagami will put two additional diamond drills to work in the area, making a total of three.

Core Size Significant

One of the interesting things about hole No. 222 which gave this unusual result was that it was the first hole drilled with large-size core. It is believed that a considerable amount of the copper-bearing chalcopyrite may have been lost in earlier holes and that values may have been appreciably better than shown by the assays.

Altogether, the Geo-Scientific controlled Temagami has found copper, nickel and cobalt mineralization at intervals along a strike length of over four miles. In the section now being drilled, the mineralized zone appears to have a true width of 40 ft. to 50 ft. and drilling has been completed along 150 ft. of a 250-ft. anomaly length. Very good copper values have also been secured in recent holes on a second anomaly immediately to the southeast in what appears to represent a faulted portion of the same ore zone.

The general setting of ore deposition appears to consist of a number of very rich lenses (over 20% copper) up to 30 ft. or more in width within a zone of disseminated copper.

No. 210 hole, which was 25 ft. to the southwest of the sensational No. 222 hole, gave 23.41% copper over 31.0 ft. of core with the intersection coming in at 50.9 ft. No. 206 hole, 25 ft. to the southwest of No. 210, ran into a transverse dyke, giving 30 ft. of core averaging about 0.5%. But No. 205 in the same vertical section gave 13.8 ft. averaging 17.05% copper and 7.0 ft. averaging 6.61% copper with low nickel values accompanying. In the next section to the southwest, the influence of the dyke was also felt although the shallower of two holes drilled gave 8.52% copper over 31.5 ft.

To the northeast, ground is "open" beyond No. 222, and further high grade ore is hoped for in this direction.

To the southeast, the faulted section of the zone has given typical high grade material away from the influence of dyke material. No. 213, in the dyke area, gave only 1.58% copper over 18.4 ft. But No. 209 hole to the northeast ran 7.34% copper over 50 ft. of core. The next hole to the northeast, No. 212, was even better returning 64.8 ft. of core averaging 9.41% copper. No. 214 hole, to the northeast again gave 22.65% copper over 8.0 ft. No. 215 hole below No. 214 gave 5.57% over 32.3 ft. of core.

A further faulted ore section is believed to lie to the southeast of this again.

To Sweeten Other Ore?

The extremely high grade of ore being outlined in lenses within the ore area suggests a substantial profit potential. The high grade could be direct shipping ore. Diamond drilling elsewhere, however, was earlier estimated to have indicated a million tons of material averaging 1% copper, 0.5% nickel and 0.1% cobalt. There is a possibility, if not a probability, that drilling would extend this to perhaps five million tons.

The new high grade copper area could make a "sweetener" for the lower grade material so that a large and profitable mining operation is possible. Many isolated ore grade intersections are yet to be followed up in otherwise unexplored sections.

G. A. BRACE

assistant general manager, Ferranti Electric Ltd., has been made vice-president and a director.

—Photo by Ashley & Crippen.

Gas Line Start Near?

(Continued from page 1)

Trans-Canada its earlier request for a four-month time extension (to April 30) in which to show satisfactory arrangements for financing the proposed $30 million gas pipeline from Alberta to Eastern Canada.

Only when complete data on costs and transportation charges on the gas gathering system within Alberta are available will Trans-Canada be in a position to sign the all-important gas supply contracts with the producers. The gathering line data presented to the Petroleum & Conservation Board some three weeks ago by Alberta Gas Trunk Line was considered incomplete in that it did not include data on the feeder lines into the various gas fields.

It was evident from the Board hearing that a majority of gas producers wanted the gathering system to construct the feeder lines into the fields as well. The extra cost of this wider program was estimated at around $20 millions. Obviously the gas gathering charges to transport gas from fields to the Trans-Canada export point would have to be revised upward from the estimated average of 3.13c per m.c.f. mentioned in the original plan.

The higher the provincial gathering costs the less will be wellhead netback to the gas producer (Trans-Canada has already offered to pay 14c per m.c.f. at eastern export point). The final producer reaction to Trans-Canada's 14c offer will not be known until the new engineering survey now being made on the complete gathering system is announced around the middle of next month.

Scheduled Cargo Service Planned By Trans-Canada

MONTREAL (Staff) — In 1954, Trans Canada Air Lines carried 9% more passengers and flew 12% more revenue miles than in 1953, setting new records in traffic, fleet expansion, added flight frequency and extension of route mileage.

Some 1,429,000 passengers were carried and about 850,952,000 revenue passenger miles were flown. Eight new Super Constellations were added to the company's fleet, which now includes 22 North Stars, 27 DC-3s and three Bristol freighters. In December, TCA took delivery of its first of 22 Vickers Viscount aircraft, becoming the first North American operator of propeller-turbine powered airliners.

Other highlights: introduction of tourist flights, start of a scheduled service between Mexico City, Toronto and Montreal, and a new domestic route to Sudbury, by way of Sault Ste. Marie, North Bay, Ottawa and Montreal.

The 25% reduction in domestic freight rates applied for in 1953 became effective on Jan. 1. A five day a week scheduled cargo service using Bristol freighters was started on the Montreal-Winnipeg route and in 1955 a scheduled trans-continental service, also on a five day a week basis, is planned.

TCA this week was granted permission by the U.S. Civil Aeronautics Board to continue operations on its Montreal-Mexico service through Tampa, Fla., and to continue using Kinross Airport, Mich., to serve Sault Ste. Marie, until Sept. 30, 1955. The agreements were originally scheduled to expire Dec. 29. Expiration of the present extension should coincide with the opening of larger facilities at Windsor to take care of the Mexico service.

CPR Earnings Continue Up

MONTREAL (Staff) — In November, for the third consecutive month, CPR reports higher earnings than for the same month of 1953.

For the 11 months period, net earnings were down $1.9 millions while gross revenue dropped $46.4 millions. For November, net was up $240,517, although gross revenues decreased $3.1 millions.

Here are the figures in detail:

November:	1954 $	1953 $	Decrease $
Gross ...	35,454,952	38,556,378	3,101,426
Exp.	31,739,622	35,081,565	3,341,943
Net	3,715,330	3,474,813	240,517 (Increase)
11 months:			
Gross ...	385,174,289	431,548,430	46,374,141
Exp.	361,865,060	406,372,078	44,507,018
Net	23,309,229	25,176,352	1,867,123

Coming Events

Coming events of national interest and importance brought to the attention of Post editors will be included in this monthly column.

JANUARY

3-6—Ontario Federation of Agriculture, Toronto.
3-12—Wholesale Furniture Show (Show Mart), Montreal.
4-6—Saskatchewan Federated Co-operatives, Saskatoon.
6-7—Ontario Milk Producers League, Toronto.
6-7—Ontario Chamber of Commerce, Ottawa.
8—Royal Architectural Institute of Canada, Montreal.
10-19—Canadian Furniture Mart, Toronto.
11—Annual sales management conference, sponsored by Toronto Ad & Sales Club, Toronto.
11-14—Annual Provincial Seed Fair of Saskatchewan, Saskatoon.
13-14—Saskatchewan Agricultural Societies Assn., Saskatoon.
13-16—Ontario Veterinary Association, Toronto.
16-18—Canadian Research Institute of Launderers & Cleaners, Ottawa.
16-19—Canadian Construction Association, Quebec City.
16-19—Optometrical Association of Ontario, Hamilton.
17-19—Western Canada Association of Expositions, Winnipeg.
17-19—Hotel Association of Ontario, Toronto.
17-19—Ontario Fruit & Vegetable Growers Association, Toronto.
17-20—Dairy Farmers of Canada, Regina.
18-19—Alberta Land Surveyors Association, Calgary.
18-19—Manitoba Urban Association, Portage La Prairie, Man.
18-20—Saskatchewan Livestock Association, Saskatoon.
21-22—Ontario Association of Architects, Toronto.
24-27—Hardware Show (Show Mart), Montreal.
25-28—Ontario Soil & Crop Improvement Association, Toronto.
26-27—Law Society of Alberta, Calgary.
26-28—Canadian Pulp & Paper Assn., Montreal.
26-28—Vegetable Growers Association of Manitoba, Winnipeg.
28-29—Alberta Association of Architects, annual meeting, Calgary.
28-29—Life Underwriters Association of Canada, Toronto.

Toronto Gets Drive-in Bank

Toronto's first drive-in bank was opened this week near the city's waterfront. The new Canadian Bank of Commerce Branch at the intersection of Fleet and Harbor Sts. stands on the site of the original harbor waterline.

The bank has two drive-up wickets, together with ample parking space. The entire drive-up area has undersurface heating to melt snow and ice.

Manager is Roy L. Connell, formerly manager of the bank's main branch at Niagara Falls, Ont.

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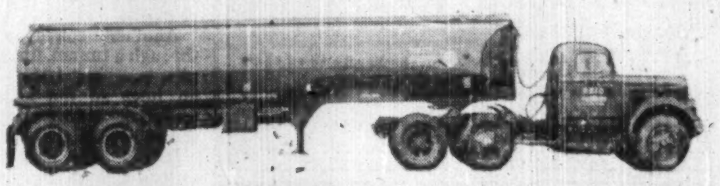

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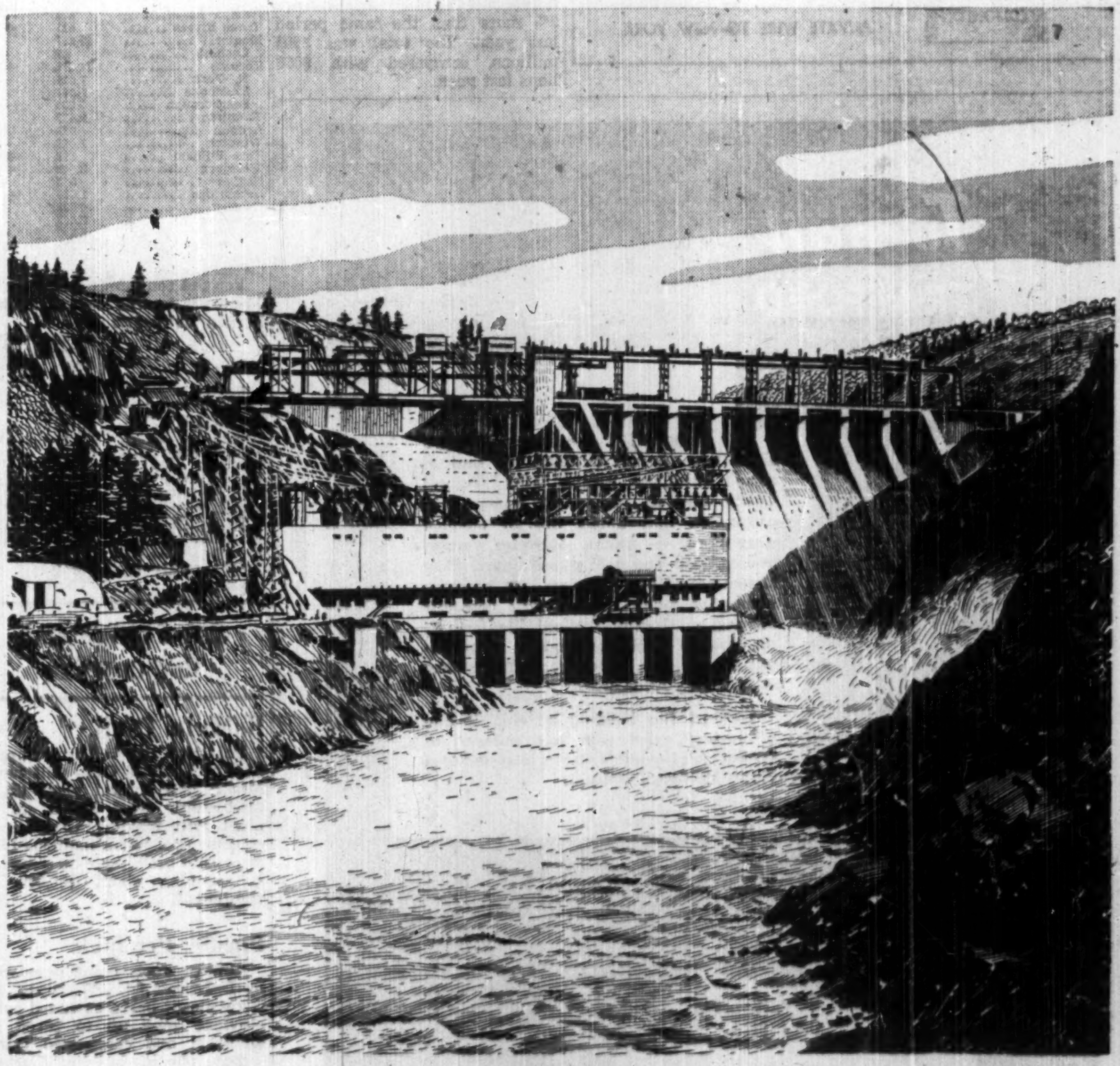
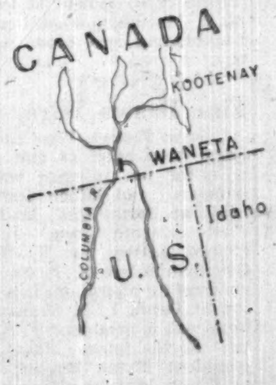


Waneta's gravity type dam has a length on top of 950 feet and provides a head of 210 feet. The spillway allows for a maximum flow of 280,000 cubic feet per second.

WANETA *on the* PEND d'OREILLE



For The Consolidated Mining and Smelting Company, Trail, British Columbia, Stone & Webster Canada Limited, in collaboration with Stone & Webster Engineering Corporation designed and constructed the Waneta Hydroelectric Development.

Waneta, located on the Pend d'Oreille River just above its confluence with the Columbia, is designed for an ultimate capacity of 480,000 hp.

The first two units, of 120,000 hp. each, are already on the line.

Write or call us for detailed information as to how our engineering, design, construction, report and appraisal services may be of assistance to you.

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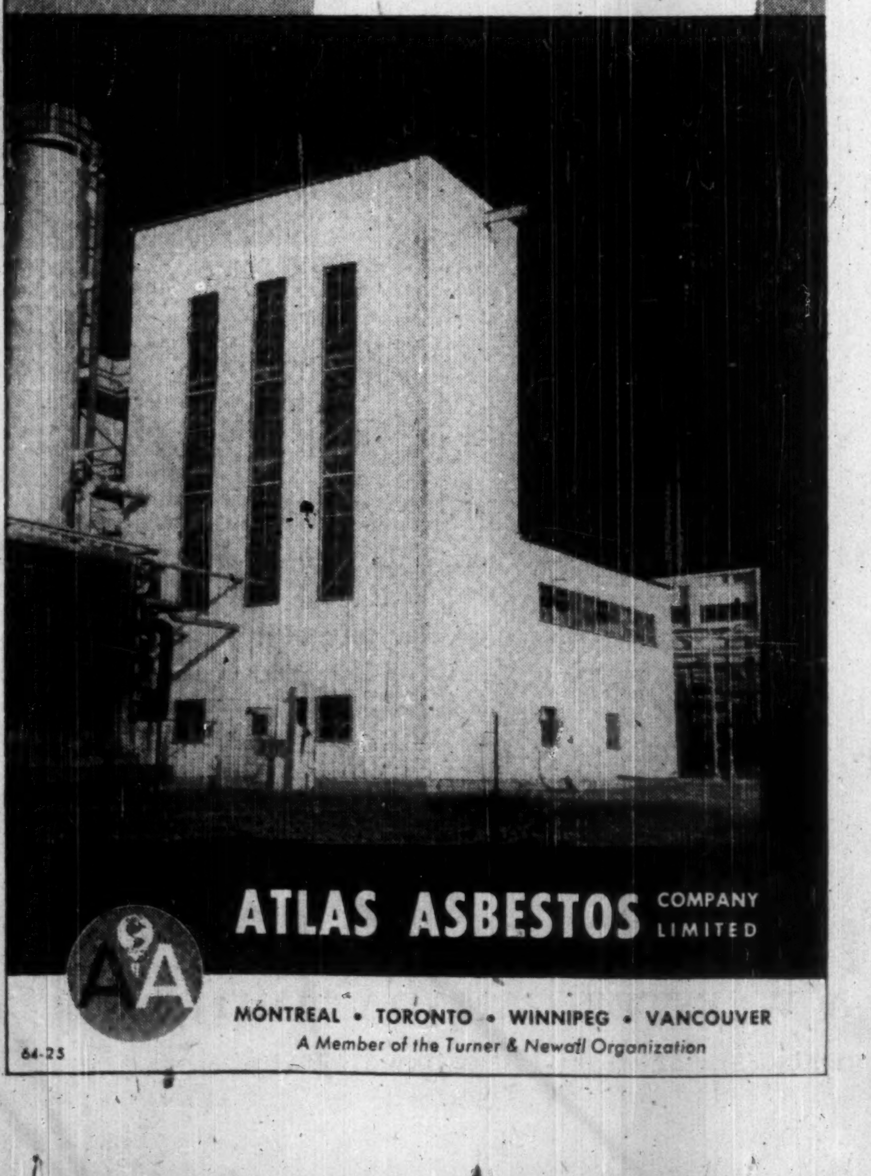

ASBESTOS-CEMENT **Turnall** TRAFFORD TILE

IMPORTANT to INDUSTRY

ON REQUEST we will send you a lengthy list of buildings that are sided with Turnall Trafford Tile and in some instances roofed with Turnall Cavity Decking. Some are immense in proportion and others are of medium dimensions — mines, factories, warehouses, and commercial buildings. They stretch from coast to coast and bear the names of many of Canada's foremost companies. Turnall Trafford Tile (asbestos-cement) siding and roofing is important to industry. For descriptive matter write to any Atlas Branch.

Trafford Tile Building pictured is one of several sided with this material at Du Pont of Canada's Nylon Intermediates Plant, Maitland, Ontario.

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64-25

CONSTRUCTION TRENDS By HARLEY POTTER

Nova Scotia Gypsum Project Brings New Factory Hope

Canada — world's second-biggest gypsum producer—may get a new gypsum products factory out of the $6-million quarry development near Halifax, N.S. by National Gypsum Co., Buffalo, N.Y.

President Melvin H. Baker says his company's new quarry may be precursor of manufacturing facilities in the Canadian market.

Completion of the quarry project is due next spring. It includes quarry and rail facilities at Milford, N.S., dock and loading facilities at Dartmouth across the bay from Halifax, a 30-mile rail spur.

Loaded rail cars from the quarry will be emptied by a rotary dumper at the dock. Dumper will clamp the 80-ton cars, turn them upside down, deposit contents on a conveyor belt for transfer to a 175,000-ton dock stockpile.

Another conveyor will run through a tunnel, under the stockpile, carrying 4,000 tons of rock an hour to the ship loader—a traveling bridge moving along the 646-ft. length of the dock.

It will take only three hours to load a 12,000-ton ship.

Gypsum will be shipped by water to National Gypsum's four eastern seaboard plants at New York City, Portsmouth (New Hampshire), Baltimore and Savannah. Capacity of these has been expanded 25% to cope with additional supplies of rock.

The Halifax development will operate the year round supplying higher quality raw material at lower cost. Company will discontinue mining of gypsum at Dingwall, N.S.

First block scheduled for quarrying measures 2,000 ft. by 3,000 ft. and will be mined to a depth of 70 ft. It represents a 30-year supply. Operations can continue to four succeeding levels each 70 ft. deep without running out of rock. Additional gypsum of almost equal quality surrounds the entire area. First block was selected merely because it had the least overburden, 8 ft. to 40 ft.

Canada has five companies manufacturing gypsum products. Production represents $20 millions annually, biggest volume being gypsum wallboard and lath, next gypsum hard wall plasters.

* * *

Calgary Bridge Largest of Kind

Calgary has moved another step forward in its attack on the traffic problem. (The Post, Dec. 11) with opening of the $2 million Mewata Bridge—said to be the largest of its kind in North America.

More than a mile of clover leaf approaches and turnouts serve the bridge, which makes possible a one-way street program starting at the span and carried east through the city. Two north-south streets are also being started. One-way program took effect with the bridge opening.

Only Waterloo Bridge in London, England, has a longer hollow box girder span larger than Calgary's new bridge. Norman Reid of Haddin, Davis and Brown Ltd., consulting engineers, designed the Calgary bridge after studies of the British bridge.

This kind of bridge is "more economical without losing strength," he says. Because the interior of the bridge is hollow there is extensive saving of materials. Concrete finish also cuts maintenance costs to almost nil.

This boxlike effect is started by laying a slab across the top of main piers, sunk 35 ft. into the riverbed. An average of five feet above, the roadway slab is placed on a support of reinforced concrete. Result is a hollow box large enough in most sections for a man to walk through.

Main structure is 575 ft. long and 58 ft. wide plus sidewalks. Over-all length including a railway underpass, three overpasses and cloverleaf approaches and turnouts is one and a half miles.

Bayne Manning Ltd., Vancouver, were general contractors.

Bldg. Permits in 15 Cities 9% Higher in November

Building permits in 15 centres across Canada building in November were 9% higher than the same month last year.

Twelve out of the 15 showed increases.

Total permits in the 15 areas were $63 millions, a Financial Post survey of building inspectors shows.

For a somewhat different sample of communities, permits in first 11 months this year also were 9% more than the same period last year. The total was $605 millions, compared with $556 millions last year.

The increases suggest a larger building carryover for the beginning of the New Year than last year. But it should be borne in mind that only building construction is involved, and that only certain leading cities are covered.

Here is the picture for the latest month compared with last year:

	Bldg. Perm. Nov. $000	% chge. fr. Nov., 1953
Halifax	511	—28
Three Rivers	425	+102
Montreal	10,517	—11
Lachine	57	—74
Toronto	14,271	+104
N. York	7,005	—12
Etobicoke	3,034	—17
Scarborough	7,932	+38
Hamilton	2,439	+6
London	439	+40
Windsor	1,043	—82
Fort William	182	+117
Winnipeg	3,843	+112
Regina	923	+23
Lethbridge	1,070	+215
Calgary	4,592	+40
Edmonton	2,603	+35
Vancouver	1,700	—55
West Vancouver	331	+58
Victoria	629	+102
Total	63,265	+9

For the communities for which 11-month figures were available, here is the report:

	Building Permits First 11 Months 1954 $000	% chge. fr. 1953
Montreal	103,150	—12
Lachine	4,164	—18
Toronto	66,520	—9
N. York	81,152	+22
Etobicoke	62,335	+35
Scarborough	67,504	+46
London	7,386	+29
Fort William	3,095	+9
Hamilton	31,546	+16
Regina	19,032	—23
Calgary	44,002	+7
Edmonton	66,433	+23
Vancouver	41,930	—8
Victoria	6,928	+8
Total	605,177	+9

Industrial Growth

Baldwin Coat

Baldwin Coat & Apron Supply Ltd. at London, Ont., will move into a new, leased plant about next July. New 38,000 sq. ft. plant will make possible more efficient production methods than in present premises. The company is spending about $50,000 on equipment.

* * *

Plastic Products

New products being developed by Uni-Craft Ltd., Winnipeg, include plastic boats, extruded polyethylene pipe up to three in. diameter, and corrugated translucent plastic building panels. Production is expected by spring. Company now custom molds plastic products and manufactures a plastic tank for electrolytic processes in mining and other industries.

* * *

Winnipeg Printing

Winnipeg Printing & Engraving Co. plans to build a new $75,000 plant in Winnipeg suburb of St. James to replace present downtown premises. It will install $50,000 of equipment in the new plant, including new presses, bookbinding and other machinery.

* * *

Fine Drawn Wire

Central Electric Wire Ltd. will begin production of fine drawn wire for use in wire weaving, electrical and other industrial fields at Perth, Ont., in March. The company was recently formed jointly by U. S. and Canadian interests. It has let a contract for alterations to a building at Perth. F. R. Graham, Jr., Montreal, is president; F. A. Harris, Northampton, Mass., vice-president. Ralph Horner, Montreal, will be general manager.

U. S. $ Value in Canada

Daily at Noon as Reported By The Bank of Canada
Week Ended Dec. 24, 1954

Mon.	.96 24/32	Thurs.	.96 26/32
Tues.	.96 23/32	Fri.	.96 24/32
Wed.	.96 23/32	Ave.	.96 24/32

Arctic Car Beats Snow, Muskeg, Mud

A Manitoba firm has begun manufacture of a track-type vehicle for transportation across rough terrain including snow, muskeg, mud.

The "Arctic Sno-Car" carries a load of about 1,200 lb., is powered by a 30 hp four-cylinder gasoline Volkswagen engine, made in Germany.

Automatic Stacker Co., of St. Boniface, is the manufacturer. Sales offices are set up in Calgary, Winnipeg and Fort William, buyers expected from the head of the lakes to the west coast. Orders have already been received from oil companies and hydro electric firms.

The Sno-Car weighs 1,900 lb., can be moved from place to place on a half-ton flat platform truck.

CITY OF ST. CATHARINES, Ont. has sold $444,316 3¼%-4¼% debentures ranging from 1-5 years to 1-20 years to the Imperial Bank of Canada and Dominion Securities Corp. at 104.326 and accrued interest.

ANNOUNCEMENT

J. G. HUNGERFORD — W. F. MACKLAIER, Q.C.

The Canada Life Assurance Company announces the election of J. G. Hungerford and W. F. Macklaier, Q.C., to its Board of Directors. Mr. Hungerford is President of the National Trust Company and a Director of The Western Assurance Company. Mr. Macklaier, is a senior partner in the firm of Hugessen, Macklaier, Chisholm, Smith & Davis, of Montreal, and is a Director of The Bank of Nova Scotia, The Shawinigan Water & Power Company and other leading companies in Canada.

ANNOUNCEMENT

A. L. ROSS

J. L. Frink, president of Square D Company Canada Limited, announces, as of January 1st, the appointment of A. L. Ross as General Manager of the Company. Mr. Ross has been Executive Assistant to the President for the past year and a half. The new General Manager is a member of the Association of Professional Engineers of the Province of Ontario, and was associated with Defense Industries and later with John Inglis and English Electric before coming to Square D.

The Canadian Bank of Commerce

—As Old as Confederation—as Virile as Canada

Since establishment in 1867, The Canadian Bank of Commerce has been an integral part of the Canadian economy. Through its branches in Canada, United Kingdom, United States and British West Indies, it provides banking facilities and reliable banking services to thousands upon thousands of individuals and business firms.

The Canadian Bank of Commerce has paid dividends continuously since the first year of operation. Its assets now exceed the $2,000,000,000 mark.

For the first time in 25 years, shareholders have received "Rights" to subscribe for 750,000 shares of Capital Stock. One share at $27.00 per share may be bought for each four shares held. Payment may be in cash or in ten monthly instalments commencing March 15, 1955.

We recommend shareholders to take up their "Rights," and we suggest that other investors buy the "Rights" through us at the market, and thus subscribe for the shares at the $27.00 offering price.

Our circular on The Canadian Bank of Commerce contains an interesting table of the bank's growth with share prices and yields. A copy will be mailed upon request.

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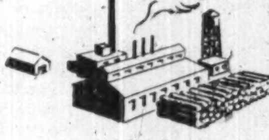
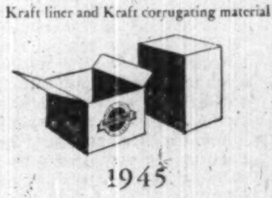
Looking AHEAD with CANADA

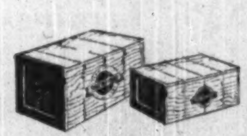


1915
Entered the pulp field

1931
First Canadian mill to make Fourdrinier Kraft liner and Kraft corrugating material



1945
Began manufacture of corrugated containers



TODAY
Enters field of making Wire-bound Boxes

KEEPING AN ALERT LOOKOUT to the future is a policy which well befits a forward looking organization such as Bathurst. This policy has helped keep the Bathurst ship on a steady forward course through ever changing economic conditions.

Foresight led the Bathurst company into the pulp and paper field exactly forty years ago. Faith in the future led to Bathurst pioneering in 1931 the production of Kraft liner in Canada. Recognition of Canada's industrial development prompted Bathurst to enter the container manufacturing field at the close of the Second World War through the purchase of Shipping Containers and Kraft Containers. Now, with the recent acquisition of Canadian Wirebound Boxes, another major step forward has been achieved.

Today still looking to the future, Bathurst has streamlined its services for the benefit of its customers. Henceforth its five plants, strategically located in different parts of the country, will be represented by one sales organization with sales offices at key points.

Now one organization at your service from FOREST TO PACKAGE.

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How Business Executives Planning for '55

(Continued from page 5)

telephones in service, compared with 2,127,000 at the end of 1953. The number of long distance calls was again greater than in the previous year and our expenditures on new plant and equipment during 1954 were over $100 millions, the highest in our history.

Despite large construction expenditures throughout the postwar period we have been unable to satisfy all demands for telephone service and, as we expect these demands to remain high for some time, we are now planning to further expand our construction expenditures in 1955. In order to expedite this program, the employees immediately associated with the planning are already working a six-day week.

* * *

Stuart M. Finlayson
President, Canadian Marconi.

Information available today gives the impression that general business volume in Canada during 1955 ought to be comparable with the 1954 level. Increasing population, the anticipated high level of housing construction and the general economic well-being of the country seem to imply that the demand for capital and consumer goods will continue in satisfactory volume. However, it also seems clear that the highly competitive conditions applying to many types of business in 1954 will continue unabated in the new year and there is reason to believe that only the most energetic attention to costs and methods will enable many businesses and industries to achieve satisfactory profit margins.

There is a good basis for confidence in the future of the Canadian electronic business, which is experiencing a marked growth at the present time. Several new television stations will come into operation in 1955, which will create additional markets and these, coupled with continued demand from areas already receiving TV service, should absorb receivers at substantially the same rate as in 1954. The market for well priced and designed broadcast receivers and other electronic devices appears to be quite sound.

* * *

J. J. Fitzgibbons
President, Famous Players Canadian Corp.

We expect that our business will be as good in 1955 or better than it has been in 1954. There is every indication that general business conditions will continue and we in Canada are now reaping the benefits of the high quality of production that television, during its development, forced the producers of motion pictures to develop in order to continue to provide better entertainment in motion picture theatres than people could receive on a television set.

These new quality movies, greater in size, beauty and vividness widen the gap between the entertainment values that can be produced on a 21-in. television screen as compared to the values that can be produced on a motion picture theatre screen and the productions we have already screened which are available to us for 1955 assure us of a form of entertainment that can offer more under more satisfactory conditions than any other form of amusement.

Since the war years we have improved the physical comforts in our theatres and we look forward to another very good year in our industry.

* * *

R. M. Fowler
President, Canadian Pulp and Paper Association.

In the past 12 months, the Canadian pulp and paper industry produced a greater tonnage than in any other year. In North America, the demand for Canadian newsprint was firm; in overseas markets, it increased substantially. The demand for pulp in export markets also strengthened and in 1954 Canada exported almost as much pulp as in the record 1951 year. The total production of paperboard and fine, book, wrapping, and other papers also increased.

The industry today faces a satisfactory and apparently strengthening demand for its products in practically all markets both at home and abroad. The situation in export markets, which take four fifths of the output of the industry, is promising.

In the United States, despite the economic readjustments of the past three years, consumption of newsprint has been well maintained. In that market, the demand for pulp from Canada has increased. In overseas markets, despite monetary and other problems, the demand for Canadian pulp and newsprint is steadily expanding. Thus, in a sound and stable position, the pulp and paper industry enters the New Year in which its continued progress in a normal and satisfactory manner may be expected.

* * *

Lewis J-B. Forbes
President, Pilkington Bros. (Canada) Ltd.

During the past few months there has been a positive spate of prophesies as to Canada's future. How much of this is wishful thinking and how much is based on a clear view of future economic conditions is difficult to say and naturally it is always better to talk up Canada's future success than to suggest that things are not all that they should be.

In the long term, prosperity for Canada is certain. She has the resources, and given perseverence and industrial application these resources can be turned into wealth and raise the living standards still further. However, at the moment the immediate world future is not quite so certain. Canada is pricing herself out of world markets and save for raw materials a reviving Europe will drive Canada out of the few remaining markets she still possesses and even affect home markets, as has already happened in the case of the textile industry. The constant rise in wages which has become an annual event would be all right if Canada had a completely enclosed economy but as Canada must attempt to trade in a world market her competitive position is being steadily weakened. Were it not for the considerable efforts made by the manufacturer to improve the efficiency of his processes the mounting labor cost would have had even more serious results.

One of the few industries which is not greatly affected by external competition is the construction industry where there is still a period of reasonable future prosperity. So many things remain to be done, so many houses are required and so much development work in roadbuilding and projects of a like nature await completion that this industry will be kept busy for some time ahead but if the manufacturing industries begin to feel the pinch their development work must of necessity be slowed down, with a consequent effect on the construction industry. Greater efficiency is vital as the heavy weight of overcapitalization in construction bears down on all other industries.

To sum up, conditions during 1955 should remain at about the same level. The short-time prospects are not too rosy but in the years ahead Canada has excellent prospects of equaling the prosperity of its southern neighbor without perhaps the same fluctuations from which that neighbor suffers.

* * *

J. A. Fuller
President, Shawinigan Water and Power Co.

The electric utility industry is inherently a pretty good barometer, in so far as the economic weather of the country is concerned. That barometer has continued to rise during the past year, though less rapidly than in immediately preceding years. Kilowatt-hour output in Canada in 1954 is expected to be up about 5% over 1953. About 1,400,000 hp. of new generating capacity was installed in 1954, making Canada's present total 60% greater than at the end of the war. It is anticipated that another 1½ million hp. will be added in the next two years to keep pace with expected growth in demand.

All this reflects a continuing and, I believe, a sound growth in Canada. There have been spectacular developments in some industries; there have been some difficulties and setbacks in others. There has been a certain amount of leveling off generally. Competition in both domestic and foreign markets is becoming keener. This is not necessarily a bad thing, however, provided that our ability to meet competition is not unduly hampered by trade restrictions, too great tax burdens, or failure to otherwise control costs in our own businesses. I believe that recognition of these facts by business, by governments, by labor, and by the public at large, is the key to our future progress. We should plan confidently but carefully for continuing growth and progress in 1955.

* * *

Drummond Giles
President and general manager, Courtaulds (Canada) Ltd.

As we enter 1955, I am happy to report that the outlook is brighter than for several years past. The hard-pressed Canadian textile industry has seen some upturn in business during the last few months of 1954 which is due largely to the vigorous production and merchandising effort which the industry has put forward.

Sales of viscose staple fibre have risen to new peaks during the last few months. Earlier in the year, we accepted export business for this product in order to maintain full output. Recently, following a similar pattern in the United States, demand has risen to the point where it is difficult for us to fill all requirements. I think that this state of affairs will continue during the first half of 1955.

Textile filament yarn business has also shown an improvement which we expect can be maintained and tire yarn consumption continues at satisfactory levels.

All in all, business prospects for the viscose yarn and staple fibre industry in Canada appear to be excellent.

* * *

Crawford Gordon, Jr.
President and General Manager A. V. Roe Canada Ltd.

Conditions will be governed to a greater degree by our foreign trade and tariff policy. Our generous and sincere adherence to tariff agreements has already cost us many jobs. A number of small industries have already closed because of European competition. The big appliance industry is in trouble due to United States action which virtually amounts to unrestricted dumping.

This situation is bound to get worse if we persist in assuming an idealistic tariff and trade position in a realistic world situation. Free trade is an admirable principle and should be our ultimate goal. But a country as small and as vulnerable trade-wise as Canada cannot hope to bring about this ideal relationship all alone. There must be sincere reciprocity by other signatory nations, not mere lip service.

As for the aircraft industry, there will be further adjustments as one project nears completion and new ones phase in and this could result in some fluctuations in employment. The outlook for our own newly-created A. V. Roe Canada Ltd. group is most promising. Our three companies, Avro Aircraft Ltd., Orenda Engines Ltd. and Canadian Steel Improvement Ltd., all have advanced projects under way which will result in greatly expanded design and engineering activity and eventually, in new and important production operations.

* * *

D. C. Gaskin
President, Studebaker Corp. of Canada.

The Canadian motor vehicle industry expects that 1955 will in many ways be the same kind of year as 1954. Production, sales and employment were high in 1954 but it was not a record year except that 1954 recorded vigorous competition reflecting itself, of course, in prices.

Competition in 1955 will be a real factor but sales of passenger automobiles can hardly be expected to exceed this year's sales of about 300,000. Some increase in truck sales may be expected over the 75,000 sold in 1954.

A most important factor holding down automobile sales is the severe excise tax on passenger cars. Relief from this $80 millions impost could have an important beneficial effect on the vast automobile and parts manufacturing industry.

We can look to 1955 with confidence in the real achievement of Canada. The soundness of our country's growth to this time, if reinforced by increased productivity of the labor force and prudent management both by government and business, can lead to further and favorable growth.

* * *

G. B. Gordon
President, Dominion Textile Co.

There is an undercurrent of optimism in the cotton manufacturing business despite the absence of any really favorable developments to account for it. The experience of the industry over the past two years has been of such a distressing nature that perhaps even a slowing down in the rate of approach to further disintegration begins to appear as a favorable turn. Neither the Canadian mills nor the Government can allow itself to be deluded by wishful thinking, and nothing should be left undone in the critical times still ahead which might serve to restore the situation and to put the industry firmly on the road to recovery.

* * *

A. E. Grauer
President, British Columbia Electric Co.

I expect that the levels of both business and employment will be somewhat higher in 1955 than in 1954. This statement does not mean that the country will be without its soft spots but the general trend will be upward.

The outlook for British Columbia is quite good and it should continue to be one of the best off of the Canadian provinces. B. C. does not have any major depressed industries such as textiles and agricultural implements in Quebec and Ontario. The prospects for her forest products industry are somewhat better than in 1954—which was not a bad year.

Furthermore, quite a construction boom is building up. On top of soaring residential building, there is opening up a period of heavy industrial and railway construction.

By the end of 1955 there should be four pulp and/or paper mills under construction. The extensions of the Pacific Great Eastern Railway into the Peace River and Vancouver, respectively, will be in full stride in 1955; and the heavy program of utility and governmental building shows no signs of slackening.

One good gauge of the outlook for B.C. is that the consumption of electric energy in the B.C. Electric system has been on an upward trend during 1954 and is currently running about 12½% over the same period of last year.

(Continued on page 10)

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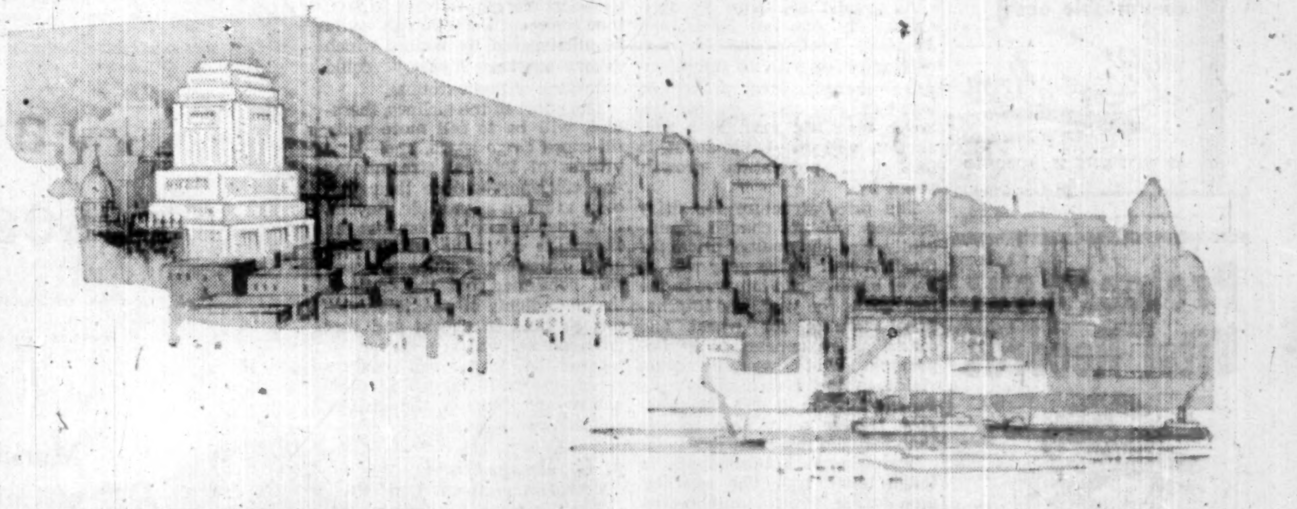
NOTICE

Pursuant to the Bank Act, Chapter 48, 2-3 Elizabeth II, notice is hereby given by The Bank of Toronto and The Dominion Bank that they intend to apply to the Governor in Council for approval of the amalgamation agreement made between them.

Dated at Toronto, 23rd December, 1954.

THE DOMINION BANK
Robert Rae,
President
A. C. Ashforth
General Manager

THE BANK OF TORONTO
B. S. Vanstone,
President
Wm. Kerr,
General Manager



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How the Business Planners are Planning for 1955

(Continued from page [illegible])

R. D. Harkness

President, Northern Electric Co.

While there has been a slowing up in demand for some of the products of the electrical manufacturing industry during 1954, the downward business trend which has been apparent in some lines appears to have been arrested.

In the field of communications equipment, progress has been steady throughout the year and there is every evidence that demand will continue at the present high level during 1955. The installation of telephone toll crossbar equipment in anticipation of nationwide customer dialling, is a notable feature.

Continued development of the extractive industries and the expansion in manufacturing establishments throughout the country will, in turn, require an increasing volume of electric power. These conditions, together with anticipated requirements due to the construction of the St. Lawrence Seaway, should result in maintaining the demand for electrical equipment and supplies. In addition, there appears to be every indication of defense requirements for electrical and electronic equipment continuing at a high level during 1955.

Competition from outside Canada continues to be a major factor which is having an adverse effect on Canadian industry in spite of everything that has been done by the industry to increase efficiency and reduce costs.

Provided the industry can successfully meet the increasing competition, particularly from low wage areas, the present view is that generally the current level of activity in the electrical industry will continue during 1955.

* * *

H. H. Hannam

President and managing director, Canadian Federation of Agriculture.

The decline in employment and business in some sectors of the economy which started in the early part of 1953 now appears to have stopped and recovery is taking place. I would anticipate that the present recovery will continue well into 1955.

As usual the picture for agriculture is one of lights and shadows. Beef production will continue high with no significant price changes. Hog production will be higher and prices average lower than last year. Milk production will move up about in line with population growth, about 2%.

The price structure for dairy products will not change significantly. Egg and poultry prices for the first half of the year will be lower but likely to improve in the last half of the year. The international market for wheat and coarse grains appears to be improving. With average grain yields in the Prairie Provinces, Prairie farmers in 1955 will probably receive more cash income than they did this year.

The farmers of Canada got a tough break from the weatherman during 1954. Assuming normal weather conditions in 1955 the total net farm income for Canada in 1955 should show a slight improvement over 1954.

* * *

R. H. C. Harrison

President, Canadian Petroleum Association.

Great expenditures and employment are required for building the St. Lawrence Seaway, the development of other natural resources to counterbalance the economic effect of the bad year in Canadian agriculture. The petroleum industry, despite bad weather in spring and summer, spent over $1 million a day for development and exploration. This is an all-time high. These sums do not include expenditures for increased refining capacity, new or extended pipelines, petrochemical plants and marketing services.

In 1954 Canada produced an estimated average of 263,000 bbls. of crude oil per day while the demand for petroleum products was approximately 560,000 bbls. per day. This necessitated import of about 50% of the nation's demand. If markets were within economic reach, Canadian oil wells could supply about 70% of our requirements.

* * *

John D. Hayes

President, Laura Secord Candy Shops Ltd.

For many years I have been a consistent optimist about Canada's future prospects and I have no reason to deviate from that feeling when considering the business outlook for 1955.

There are many reasons upon which to forecast an expanding economy for next year. Some are worthy of comment. New discoveries of iron ore, titanium, oil and uranium are creating new frontiers, while hydro-electric development and a spectacular increase in population are resulting in the building of new industries and townsites. Next year will also see the start of two major undertakings. These are the construction of the St. Lawrence Seaway and the Trans-Canada Pipeline, to bring natural gas from Western Canada to the heavily industrialized East.

No summary of the business prospects is complete without an examination of the economy of our export markets. According to predictions, business is expected to be good in the United States, while the economic recovery in Britain and France continues. These factors should materially benefit Canada.

Dealing specifically with the Laura Secord Candy Shops, with good products and sound merchandising methods, we anticipate continued progress and expansion.

* * *

Sir William P. Hildred

Director general, International Air Transport Association.

It is the sincere hope of the scheduled international airlines that they can maintain the present levels of employment and equipment, but that they will be able to make fuller utilization of both during 1955. The extension of low-cost tourist services throughout the world, and the parallel trend toward lower cargo rates, has put the air transport industry in general on the very slimmest margin—so slim, in fact, that their economic health could be endangered by factors which many another industry could withstand without trouble.

The effort of the airlines, therefore, will be to sell more seats, fill more cargo space, and—by a process of internal streamlining and efficiency—reduce their unit costs as much as possible. Beyond that, they can only trust that the expansion of traffic which they have experienced since the war will continue; that the costs of the ingredients of airline service can be held in check; and that governments will at least not increase the taxes and charges which presently absorb 13 cents out of every dollar the airlines collectively take in.

* * *

J. G. Hungerford

President, National Trust Co.

Trust company business has expanded further in the past year. The balance sheet position of most companies will show improvement at the end of 1954 as compared with the situation a year earlier. The continued high level of general economic activity has resulted in further substantial growth in assets under administration, while the sharp increase which occurred in bond prices in the past 12 months has materially improved the reserve position in both guaranteed and capital accounts.

Savings deposits with trust companies have risen sharply during the past year and the upward trend should continue into 1955. While this rise has helped earnings, lower yields on bond investments have reduced the margin between interest earned and interest paid depositors, with the result that the increased business has not been reflected in a proportionate gain in profits. Nevertheless, the higher volume of deposits will be advantageous in the future.

Personal trust business continues to increase and during the past year stock transfer departments were particularly active. A strong stock market and changes in the structure of many corporations have taxed the stock transfer facilities of most trust companies. It is impossible to estimate how far into the new year this activity will continue but indications are that 1955 will at least begin on a high level.

* * *

A. T. Hurter

Senior partner, Stadler Hurter & Co.

As our company is solely engaged in giving consulting engineering services to the industries, we are naturaly depending largely on the development of Canada's natural and economic resources. We feel that there will be a tremendous upswing in the development of these resources which, in turn, will give us considerable work. We also expect a continuance of our services to the Department of National Defense in connection with their extension program, at home as well as abroad.

Although we have done considerable work abroad to introduce North American "know-how" in various countries, we do not believe that this work will continue at the same rate as in other years. Based on the writer's observations during a recent European trip he estimates that most of these countries he visited are now in a position to follow these North American practices without outside help.

However the writer is confident that we can maintain our present staff busy on engineering work throughout the coming year, which of course will call for construction and delivery of machinery of Canadian maunfacture in connection with the development of Canadian natural resources.

* * *

F. L. Jeckell

General Manager, Dominion Brewers Association.

In the brewing industry not much change is anticipated during the coming year. With last year's sales being off approximately 3% from the 1953 all time high, mainly due to weather, there is a good possibility of 1955 showing a somewhat better picture. However, with the completion of new production facilities, an increase in the already keen competition in some areas could affect profits to some extent.

Business in general must anticipate union demands for an ever increasing share of the customer dollar, particularly since the slight easing of business during this past fall is now showing signs of improvement.

The new year will, in all probability, bring an increase in sales, an increase in employment, an increase in labor strife with an increase in costs and possibly a slight decrease in profits.

* * *

Franc. R. Joubin

Managing Director Algom Uranium Mines Ltd.

Private enterprise exploration and development of uranium deposits was aggressive and successful during 1954. This rate of effort and success should continue to mid-1955, after which it is possible a sharp curtailment will take place. This would be dictated by the facts that major production contracts are expected to run for at least five years; a moderate to large size deposit requires at least one to five years to ready for production and all contracts must terminate by April 1, 1962.

My personal opinion is that we shall probably be advised, early in 1955, that the termination date for production contracts has been extended by at least one year.

Next year will be important in Canada's uranium future. The large Gunnar Mine in Beaverlodge and even larger Pronto Mine in the Algoma district should commence production in September. Production from other certain producers such as the very large Quirke and Nordic Mines of the Algom Company and probable producers such as the Rexspar and Lorado and possibly a Bancroft area mill cannot be looked for before mid-1957.

The published financial reports of the producing Rix-Athabasca Mine indicate that present uranium price and contract conditions are attractive and this in turn has made both the equity and debenture financing of major uranium issues relatively easy.

* * *

Oakah L. Jones

Vice-president and General Manager, Consumers' Gas Company.

We anticipate a trend toward more competition in customer prices in the Canadian economy this next year due to increased production. Foreign competition in consumer goods will increase with resultant need for increased efficiency in Canadian industry and labor to meet this competition. Foreign capital and management will combine to look favorably on the Canadian market. We believe home building will continue with particular emphasis on the individual unit in the $12,000 to $15,000 class.

The immediate era of "order taking" is over and there will be a decided emphasis on real honest salesmanship. Business will be good for progressive industry and the aggressive merchant.

We believe Canadian women will require much more attention paid to heating comfort and modern kitchen and laundry design in their new homes, and modernization of many of the older homes.

In Metropolitan Toronto we anticipate excellent market for gas consuming appliances in homes and commercial and industrial establishments due to introduction of natural gas to this area for the first time at competitive prices.

We see a need for better understanding between labor and industrial groups, particularly of effect of international competition on Canadian business economy, if present prosperity is not to be jeopardized.

* * *

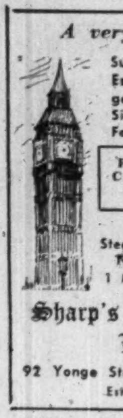
T. S. Johnston

President, Interprovincial Pipe Line Co.

For the Canadian petroleum industry, 1955 should return higher earnings than the year just past. 1954 was in itself a good year but many gains which were anticipated with confidence early in the year failed to entirely materialize. Unfavorable weather affecting the harvest and motoring public were important factors.

But the essential elements creating an increased demand for petroleum products are still with us. Greater population and increased industrial activity are certainly prominent factors in the Canadian economy today. With crude reserves seemingly more assured than ever before one of

(Continued on page 14)



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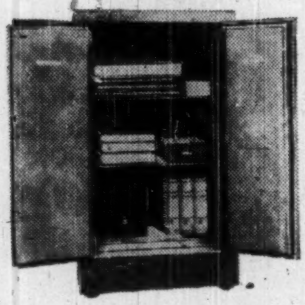

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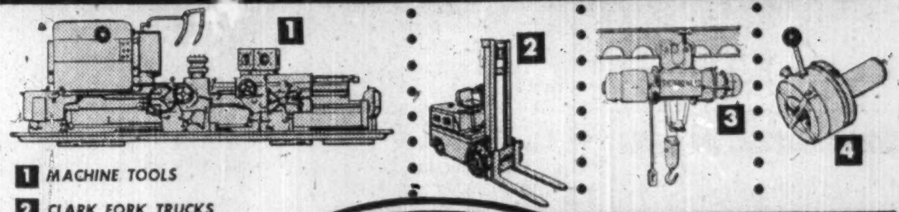

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ANNOUNCEMENT

NAMED VICE-PRESIDENT

NORMAN J. NIEBEL

DETROIT, Mich. December 28—Howard A. Lewis, vice-president of American Motors Corporation, has been elected chairman of the board of Redisco of Canada, Limited.

C. R. Brogan was named president and director. He is general manager of the parent organization in the United States.

Other directors elected were George Romney, American Motors Corporation president, and Roy D. Chapin, Jr., assistant treasurer of American Motors.

Norman J. Niebel was named vice-president and general manager and W. G. B. Sims, assistant comptroller.

Headquarters for the Canadian organization recently were moved from London, Ontario, to Toronto. Redisco of Canada, Limited, was organized in 1952 as a dominion corporation to provide specialized financing service for Kelvinator and Leonard distributors and dealers in Canada. Branches are located across Canada.

VAL D'OR, QUE., has sold $323,500 4%-4½% bonds due 1955-74 to Banque Canadienne Nationale, Credit Quebec Inc., Florido Matteau and Morgan, Kempf & Robertson at 92.31. Net cost 5.32%. Proceeds for sidewalks, pavings. Net funded debt $1,761,500 at Dec. 31, 1953, population 9,800.

Canforge

FORGINGS FOR CANADIAN INDUSTRY

With two great modern forge plants at Welland, Canada Foundries & Forgings Limited is equipped to produce quality forgings from ¼ ounce to 40,000 pounds, embracing the needs of every type of Canadian industry. Complete facilities include the production of forgings, black forged just as they come from the hammers and presses, rough turned or finished machined or finished ground, ready for use. It means that Canforge light and heavy forgings are first choice in these great Canadian industries:

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Next time you have a forging supply problem, remember that Canforge facilities and experience are at your call.

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TANTALUM COLUMBIUM LITHIUM

are rare metals which revolutionize modern metallurgy and industry

BOREAL RARE METALS LIMITED

Is the only Company in Canada which operates both a tantalite-columbite and a lithium mineral producing mine as well as a refinery for the production of tantalum and columbium oxides and metal powders.

We have prepared a study of this Company, a copy of which is available upon request.

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LABOR ROUNDUP

Labor Finds Farmers Firm

Lakehead Grain Terminal Tie-Up Threat Lessened

By JACK McARTHUR

As the old year waned, a single piece of labor news put a brighter face upon oncoming 1955 for both western farming and the lake shipping industry.

It seemed to mean that a deep-rooted and once seemingly insoluble labor-management dispute was on the road to amicable settlement.

The fight: That between the Brotherhood of Railway and Steamship Clerks (AFL-TLC) and 15 elevator companies operating the great grain terminals at Port Arthur-Fort William.

The new development: A federal conciliation board majority report (written by the chairman and union nominee) recommended a 3% wage hike for the 1,500 men involved, effective July 19, 1954. The company nominee dissented but it looked as if a settlement was coming.

Canadian Vice-President Frank Hall of the Union told The Post he expected agreement although neither side has made any formal move yet.

A strike at the key Lakehead grain terminals would have harsh impact:

—On western grain farmers trying for a comeback from sub-par income figures in 1954. Canadian grain exports now appear to be quickening encouragingly. But a strike would change that.

—On the lake shipping industry, which could lose scores of valuable grain cargoes.

—On the Lakehead cities themselves. A strike of grain handlers would throw a pall over the local economy.

The power in the hands of terminal elevator unions to throttle the movement of grain was effectively demonstrated in recent years by the strike of Pacific Coast grain handlers. A similar strike at the Lakehead — an even more important grain-moving region — would have a much greater effect, particularly if it came in the spring.

An interesting factor in any dispute between unions and grain terminals is the fact that the major terminal operators are the big prairie grain co-operatives, owned by farmers.

The farmer-owners of the grain co-ops are strongly of the opinion that labor whose costs directly affect farm costs should get no wage increases when farm income is declining.

Labor's stand is that wages in grain terminals must be determined by wages available in alternative employment.

This broad field of farmer-labor argument is one which will arise in many fields during 1955 unless farm income turns upward. In addition to the grain co-ops, farmers also own many large and small retailing, gas and oil, livestock marketing and other businesses. Employees in many of these businesses this year have had to forego wage increases because of lower farm income.

* * *

Prescription For Industrial Peace

The U. S. National Planning Association — a group of leaders in many fields — has followed a series of labor-management case studies with a report on the basis of industrial peace.

As NPA sees it, here are the building blocks necessary to construct a firm foundation for successful company-union relations:

1. Union acceptance of the private ownership and operation of industry.
2. Company acceptance of the collective bargaining process and unionism as an institution.
3. The union must be strong, responsible and democratic.
4. The company doesn't interfere in union affairs or attempt to influence workers' allegiance to the union.
5. Mutual trust and confidence, no serious ideological incompatibilities. (This rules out Communist-led unions.)
6. Neither party to bargaining should adopt a legalistic approach.
7. Negotiations should centre around specific problems not abstract principles.
8. There should be wide union-management consultation and sharing of information.
9. Grievances should be settled quickly and informally.

* * *

Labor Briefs

Canadian labor organizations continue to put the heat on the Federal Government for more cold-weather spending on public works. TLC and CCL representatives and officials of individual unions seize every opportunity to urge public spending to relieve winter unemployment. TLC officials recently met with Labor Minister Gregg to repeat their pleadings. But the Government places more faith in current signs of business improvement, continues to work on longer-term plans to "budget" ordinary public works spending to take up winter employment slack.

* * *

The profit-sharing take in 1954 for 240 employees of Canadian Pad & Paper and its two subsidiaries, Eaton, Crane & Pike of Canada and Bouvier Envelopes, was $96,000, $19,000 of which went into life insurance and pension funds. Net profits after interest on capital and income tax are split evenly between stockholders and employees. It was the first year of profit-sharing operation.

Canada Pulp Demand Firm Here's 1955 Prices Outlook

MONTREAL (Staff)—Reflecting strong demand which has overseas mills booked solidly for months ahead, Scandinavian pulp prices have edged up slightly for the first quarter of 1955. Boost ranges from 10s to 30s a ton and indicates healthy climate in world pulp markets.

Most Canadian prices are unchanged for the first quarter. But West Coast producers are understood to be increasing unbleached kraft by $5 a ton from the $105-$110 range.

Bleached kraft and bleached sulphite are steady. Unbleached sulphite is up by $5 a ton, another healthy sign since a boost had earlier been considered unlikely.

Over-all outlook as the industry ends 1954 is for firm demand — perhaps strengthening further in some grades — through at least early 1955.

In the U.S., most forecasters are predicting a steady upswing. Paper and paperboard production, which has shown remarkable stability and likely ended the year off less than 1% from 1953's record-breaking 26.6 million tons, has been rising lately, and for the fourth quarter matched the rate of a year earlier.

In December in the U.S.—Canada's biggest outlet for market pulp—paper production was running over 96% of capacity, while paperboard was ranging about 87%.

Scandinavia Oversells

Meantime, overseas demand is also continuing strong, especially in the U.K. and in continental Europe. Canada has received requests for pulp from some Swedish and Norwegian mills who are oversold, unable to meet their commitments.

A few months ago, it was thought North American markets for high grade dissolving pulp would be much more competitive by about now, with possibility of a substantial surplus developing by year-end. Reasons: three new mills were coming into production in the U.S., textile industry was still in a bad slump.

But the expected surplus has not developed yet and demand for Canadian dissolving pulps is still reported good. Full brunt of the competition from the U. S. mills won't be felt until mid-1955 when they should all have reached full operations.

Exports of Canadian chemical pulps for the first 11 months of 1954 were up over 10% from comparable 1953 period. Assuming that rate was matched or bettered for the final month, total exports for the full year will be up very close to 1951's record 2,243,000 tons, worth around $285 millions.

Corby Distillery Boost Sales 10%

MONTREAL (Staff)—Sales of H. Corby Distillery Ltd. for the quarter ended Nov. 30—first of its current fiscal year—were up about 10% from the same period of 1953, it was stated at the annual meeting.

Shareholders also learned that Corby has purchased a substantial stock interest in United Rum Merchants Ltd., of London. It was said that this would further consolidate the existing association between the two firms, and that there would be no change in United Rum management.

Corby launched its so-called "venture in rum" with United two years ago, turning out various rums of a United subsidiary at Corbyville and marketing several brands across the country. In the annual report for the year ended Aug. 31, 1954, profits from the venture were termed "satisfactory."

A DIVIDEND EVERY 44 HOURS
on the average is reinvested to expand the investments behind MAF shares
115.7% INCREASE
In Per Share Net Asset Value
From Jan. 31, 1950 to Nov. 30, 1954

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MUTUAL ACCUMULATING FUND

LATEST REPORT AND PROSPECTUS — ON REQUEST

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R. A. Daly Co.
LIMITED
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Osler, Hammond & Nanton
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MAIN & PORTAGE AVE., WINNIPEG
1838 HAMILTON ST. - - - - REGINA
No. 302 C P R BLDG. - SASKATOON
510 - 8TH AVE. W. - - - - - CALGARY
525 SEYMOUR ST. - - VANCOUVER

The Western City Company
Limited
544 HOWE ST. - - - - - - VANCOUVER

Sask. Govt. Buys Two Sodium Plants

From Our Own Correspondent

REGINA—To meet increasing demand for sodium sulphate, the Saskatchewan Government is reopening and expanding two plants which have been out of production since 1951. Already operating under provincial control is the original $1 million installation at Chaplin, Sask.

Purchased from Natural Sodium Products Ltd. for a reported $200,000 by government-owned Saskatchewan Minerals Corporation are the Bishopric plant near Moose Jaw where the province's sodium sulphate reserves were first exploited, and the Alsask plant on the Alberta boundary.

A $300,000 expansion program planned at Bishopric will bring capacity there to the level of Chaplin which sold $600,000 of sodium sulphate "salt cake" last year.

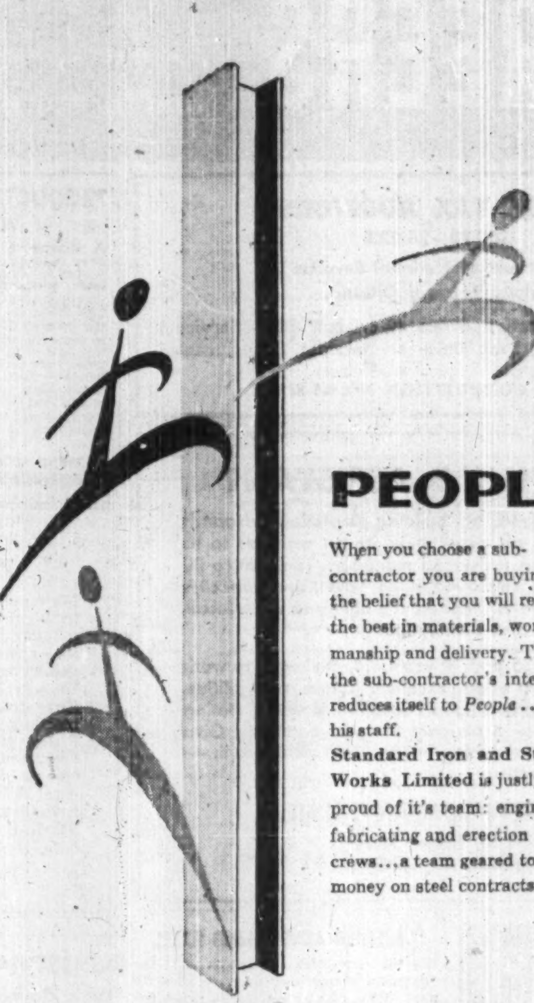
Some 95% of Saskatchewan sodium sulphate production goes to paper manufacturers. Private plants operate at Palo, Ormiston and Gladmar, Sask.

ANNOUNCEMENT

BANK OF COMMERCE APPOINTMENT

R. L. CONNELL

Roy L. Connell, who has been appointed Manager of the drive-in branch of The Canadian Bank of Commerce at Fleet and Harbour Streets, which opens today. Mr. Connell joined the Bank in 1928, and has a wide experience in all phases of banking. Active in many community organizations, Mr. Connell has held prominent positions in several service organizations in Niagara Falls, as well as Toronto.



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Standard Iron and Steel Works Limited is justly proud of it's team: engineers, fabricating and erection crews . . . a team geared to save money on steel contracts.

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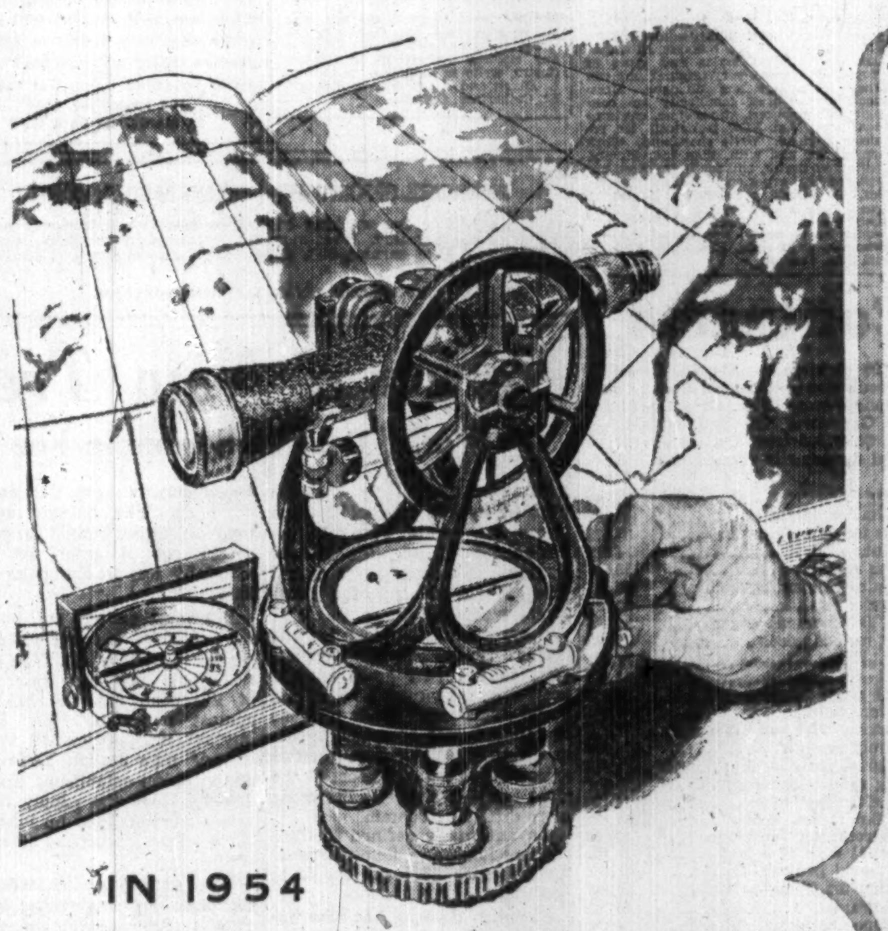

IN 1954

Where there was Progress

Throughout the land, Canadians made progress in 1954.

They prospected, staked, drilled and mined; they cleared, ploughed and planted; they fished and they hunted; they planned and constructed; they manufactured, and they bought and sold. And working with Canadians in their ventures from coast to coast — helping with counsel, service and money — was the Bank of Montreal.

In 1954, B of M loans and investments — amounting to some two billion dollars — worked for Canada and Canadians. Wholesaling and retailing enterprises . . . petrochemical, smelting and mining developments of every type and manufacturing in all its phases . . . farms and ranches . . . the grain trade . . . co-operative production and marketing . . . housing developments . . . municipalities . . . churches, hotspitals and schools . . . many industries, many organizations, and many people in all walks of life counted on the B of M for counsel and credit.

Canada is on the march today. And moving ahead with the nation are 625 B of M branches from coast to coast, at the service of the men and women who are forging the Canada of tomorrow.

Yes, where there was progress in 1954 . . .

There was the Bank of Montreal

Canada's First Bank . . . "MY BANK" TO 2 MILLION CANADIANS . . . working with Canadians in every walk of life since 1817

B of M

IRON ORE FROM UNGAVA . . . brought by rail from these fabulous ore fields to Seven Islands, seaboard terminal of Quebec's great mining project. The B of M was the first to open a full-time banking office at Seven Islands . . . six years before the first shipment of ore last July.

ALUMINUM FROM KITIMAT . . . giant B.C. development, one of the world's biggest industrial undertakings. Constructors of Kitimat shared B of M support. The Bank of Montreal founded the first banking office at Kitimat — in January 1952, when there were but two hundred workmen carving out the settlement with their bull-dozers.

ST. LAWRENCE SEAWAY AND POWER PROJECT . . . long discussed and now under way, destined to open the Great Lakes to world shipping, and cement friendship between two great nations. The B of M opened the first banking office at Mille Roches, near Cornwall, Ont., last October for the convenience of seaway workers.

ATOMIC ENERGY AT CHALK RIVER . . . Canadian enterprise in this vital field has made Chalk River a famous name. Nearby, at Deep River, townsite of Defence Industries Limited, the Bank of Montreal opened the first banking office — in May, 1945, to serve scientists and workers at the Atomic Energy plant.

OIL — AND GAS — FROM THE RICH WEST . . . The Interprovincial Pipeline speeds the flow of oil from source to market and cuts transportation costs. The B of M assisted in the financing of this great undertaking. And it is equally ready to assist in the plan to pipe gas from western wells to eastern markets.

NEW HOMES FOR CANADIANS . . . When the Government of Canada asked the Chartered Banks to add the making of mortgage loans to their services in order to increase the building of new homes for Canadians, the B of M responded promptly from coast to coast. It made the first mortgage loans on the Pacific and Atlantic coasts alike; it made the first in the Prairie Provinces — the first in Ontario — the first in Quebec. Here was the beginning of a large share of the financing of thousands of new housing units started in Canada under the National Housing Act in 1954.

CAREERS

This is Canada's national meeting place for executives who have positions to offer, and for those who have ability to offer

EXCISE TAX AUDITORS

$4,170 - $4,920

Department of National Revenue various centres in Ontario.

Details and application forms at nearest Civil Service Commission Office, Post Office or National Employment Office.

QUOTE COMPETITION NO. 54-832.

ADVERTISING ASSISTANT

Leading manufacturer of building materials expands facilities and offers an opportunity for an assistant to its advertising and sales promotion manager. The man to fill the position will be employed in an advertising capacity. He will have creative experience, the ability to write forcefully and direct effective distribution.

If you are between 25 and 30 years old, are ready to work for it, this position offers excellent future possibilities. Apply to Advertising and Sales Promotion Manager stating age — education — experience — past earnings. Give telephone number and enclose recent small photograph — usual employee benefits.

THE BARRETT COMPANY, LIMITED
5551 St. Hubert Street,
Montreal 34, Quebec

PRODUCTION MANAGER WANTED

A national livestock association of some three thousand members wishes to secure a capable and energetic production manager for its monthly magazine.
The challenge is to more than double the present advertising revenue and to increase circulation from 3,000 to upwards of 10,000, while, at the same time, enhancing reader interest.
Remuneration is on a salary and commission basis.
In applying for an interview appointment, please give age, education, experience and telephone number.

BOX 27,
THE FINANCIAL POST, TORONTO

MAJOR APPLIANCE MANUFACTURER SALES REPRESENTATIVE

Prominent manufacturer of major appliances has opportunity for aggressive salesman. One opening in Western Canada and one in Eastern Canada for bilingual man. Successful selling experience at manufacturing or distributing level necessary. Give complete details in first letter.

BOX 33, THE FINANCIAL POST, TORONTO

ANALYST
FINANCIAL AND ECONOMIC

Major oil company engaged in exploration and production in Western Canada requires a senior analyst and advisor to conduct major and diversified studies on the financial and economic aspects of present and future operations of the Company and the industry under the direction of the Vice-President, Finance. Canadian citizen preferred.
Education: College graduate with studies in economics, mathematics, finance, statistics and business administration. Post-graduate studies highly desirable.
Experience: 5 to 10 years related experience in large financial or commercial organizations.
Age: 28 to 35.
Location: Calgary.
Starting Salary: Commensurate with qualifications and experience.

Reply in confidence, giving full particulars, to Box 34, The Financial Post, Toronto.

CLASSIFIED ADVERTISEMENTS

Business Opportunities

FOR RENT

MONTREAL BRANCH SALES OFFICE service at very low cost. Let us explain without obligation. MERCHANDISE BUREAU. 1103 Mayor Building, Montreal 2.

MANUFACTURERS' AGENTS, ALBERTA WANTED ONE OR TWO Quality lines. We have an excellent connection with the Wholesale Grocery, Hardware, Tobacco trade, Chain and Department Stores. We will provide detail service, providing commission is adequate. Reference; The Canadian Bank of Commerce, Calgary. H. C. Andrew Limited, Perry Building, Calgary, Alberta.

NEW PATENTED OPEN END ratchet wrench used in industrial, aircraft, automotive, plumbing trades etc. Exclusive territory — commission — state present lines, area covered, references. Box 26, The Financial Post, Toronto.

POSITIONS AVAILABLE

WANTED: A TOWN MANAGER for the Town of Stettler, Central Alberta, Pop. 3300, Male. Preferably with experience in the field, otherwise should have some Secretarial, legal engineering, sewer, water and sanitation experience. Write setting out education, all particulars of all positions held, references, experience and specific qualifications; also give availability for interview and salary expected. Mail to S. H. Petherbridge, Mayor, Town of Stettler.

CLASSIFIED ADVERTISING RATES

Flat rate, per word .... .12c
Minimum charge $3.00

Each initial, figure or fraction, abbreviation and sign counts as one word; if a box number is desired, the words "Box 100 The Financial Post, Toronto," count as six words. When replies are mailed to advertiser, 15 cents extra is charged. Closing date—Copy must be in Toronto office by Tuesday a.m. Classified advertising is strictly cash in advance.

POSITIONS WANTED

WORKS MANAGER OR SALES MANAGER

HAVE HAD INTENSIVE and wide experience in both manufacturing and selling. Successful organizational administrative record, also valuable business connections. University graduate, registered Mechanical and Industrial Engineer, Canadian born, married. Available at once. Box 32, The Financial Post, Toronto.

TO: Weekly, Daily and Fact/Fiction Magazines, Manufacturers, Radio, TV, etc. I am an instinctive writer, novelist type mind, biographical; critical, instinctive for "psychological" truth, with quotient 'discovery' of character in relation to environment, etc., and infinite imagination, with a medium of rich humour, all adaptable for different styles and types of people. Emotional, very original, and can create characters and dialogue. Upon meeting and brief familiarity am contagious to emotions, atmosphere, environment, etc. Am NOT technical. Ex reporter England. Write shorthand. Work happier for and with, than individually. Instinctive orator, and for techniques, but lack practical experience. Not married, no ties, etc. Seek probationary period in true sphere in true service. Feel in short time would gain 'peak' value, permanently, for all fields. Interview(s) if any, evenings, week-ends. Box 30, The Financial Post, Toronto.

INDUSTRIAL RELATIONS

"Labor Roundup"—another Post exclusive—reports on the practical side of industrial relations week by week. Keep yourself in touch with the trend of union activity. Read The Financial Post.

BY MAIL ONLY $6 A YEAR

POSITION WANTED

Aggressive young man, 26, married, seeks position in customer-relations and sales promotion field where creative capabilities and sincere effort will be recognized. Primarily interested in possibilities for future with opportunity for advancement. Excellent references.

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OPPORTUNITIES

FINANCE COMPANIES

If YOU want to start, manage, buy, sell or invest in a finance, loan or discount Company OR if you know of any existing opportunity in this industry, write in confidence to Edward L. Dixon and Associates, 70 Hillcrest, St. Catharines, Ontario.

MARKET COMMENT

The informed opinion of men experienced in market analysis is given regularly in this investment feature. For profit add their viewpoint to yours. You get them in

THE FINANCIAL POST
BY MAIL ONLY $6 A YEAR

WONDERFUL OPPORTUNITY — SILENT PARTNER WANTED

with $50,000.00 for working capital in established business now ready for expanding. Investment fully secured by property. Business capable of earning 50% annually on capital stock. Excellent bank reference.

BOX 31, THE FINANCIAL POST, TORONTO.

Defense Contracts

Among defense contracts for $10,000 or more awarded to Canadian firms by the Department of Defense Production and Defense Construction (1951) Ltd., in the first half of last month were 12 worth $3,745,581 for the clearing and grubbing of land at Gagetown, New Brunswick.

The list, including contracts worth $4,892,995 from Defense Construction, totaled $9,601,914. Those classified for security reasons and amendments to contracts are not included.

Contractor	Commodity	Value
Abercorn Aero Ltd., Montreal	pyrotechnic ammunition	$ 46,237
Aviation Electric Ltd., Montreal	spares for aircraft engines	87,472
Gordon Beardmore & Co., Oakville, Ont.	food	14,312
Bell Telephone Co. of Canada, Ottawa	rental	10,647
S. F. Bowser Co., Ottawa	water separator element assembly	40,441
B. C. Equipment Co., Vancouver	generator sets	12,980
B. C. Fruit Processors Ltd., Kelowna, B.C.	canned goods	32,235
Broder Canning Co., Lethbridge, Alta.	canned goods	48,228
Burns & Co., Winnipeg	meat	14,522
Canada Packers Ltd., Vancouver	meat	15,233
Canada Packers Ltd., Toronto	canned goods	23,802
Canada Western Cordage Co., Vancouver	manilla rope	47,694
Canada Wire & Cable Co., Ottawa	electrical wire and cable	29,968
Canadair Ltd., Montreal	technical training aids	175,000
Cndn. Arsenals Ltd., Ottawa	rockets, spare parts for binoculars	621,248
Canadian Foundry Supplies, Montreal	sand blasting equip.	20,667
Canadian Westinghouse Co., Ottawa	electronic tubes	274,428
Chatco Steel Products Ltd., Tilbury, Ont.	truck bodies	1,756,202
Cleveland Container, Prescott, Ont.	pyrotechnic containers	40,000
Cossor (Canada) Ltd., Halifax	electrical wire and cable	19,242
Cruickshank - Guild Ltd., Montreal	canned goods	35,542
Crystal Glass & Plastics, Toronto	visors for flying helmets	16,956
Dominion Glass Co., Montreal	tableware	10,368
Dominion Linseed Oil Co., St. Johns, Que.	batteries, spares	26,508
E.C.C. (Canada) Ltd., Toronto	diesel generator	12,732
Electronic Materiels, Intern. Ltd., Ottawa	instruments	20,516
Federal Wire and Cable Co., Guelph, Ont.	wire and cable	18,318
La Filature St. Charles Enr., Bellechasse, Que.	blankets	92,000
Louis Fischl Glove Co., Prescott, Ont.	flying gloves	13,746
Gardner Furniture Enrg., Longueuil, Que.	office furniture	11,186
General Motors Products of Canada, Oshawa, Ont.	cars	18,470
Georg'n Bay Fruit Growers Ltd., Thornbury, Ont.	canned goods	18,541
Goodyear Humber Stores Ltd., Gander	food	15,299
Goodyear Tire & Rubber Co., Toronto	aircraft spare parts	69,513
T. C. Gorman (Nova Scotia) Ltd., Halifax	dock repairs	32,110
Gray Coach Lines, Toronto	transport'n Sept. 1/54 to June 30/55	35,500
Hampton Mfg. Co., Quebec	clothing	13,262
Imperial Oil, Ottawa	aviation gasoline, Apr. 1/54 to Mar. 31/55	23,078
Industrial Steel & Fibre, Terrebonne, Que.	pyro. amm. cont'ners	18,590
International Business Machines Co., Ottawa	rental	23,315
International Harvester Co. of Canada, Ottawa	trucks	46,770
Intern'l Silver Co. of Canada, Hamilton, Ont.	amm. containers	67,100
Walter Kidde & Co. of Canada, Montreal	fire fighting equipment	11,104
Libby McNeill & Libby of Canada, Chatham, Ont.	canned goods	12,948
MacDonald Bros. Aircraft, Winnipeg	aircraft mod. kits	11,600
Measurement Engineering, Arnprior, Ont.	testing instruments	33,510
Mine Safety Appliance Co. of Canada, Toronto	life sav'g equip.	28,626
Parker D. Mitchell Ltd., Saint John, N.B.	coal	10,440
Mount Royal Transportation Equip., Montreal	aeroplane seats	25,650
Nelson Wood Products, Wheatley, Ont.	materials handl'g equip.	17,400
North King Equip't (Canada), Calgary	universal transporter	12,301
Northern Electric Co., Ottawa	cable	21,521
Pacific Meat Co., Vancouver	meat	20,816
Geo. Pattinson & Co., Preston, Ont.	blankets	99,682
Pfizer Corp., Montreal	medical supplies	12,247
E. M. Pike, Montreal	hand tools	19,776
Plymouth Cordage Co. of Canada, Toronto	manilla rope	101,415
Rebuilders & Sales Inc., Montreal	reconditioning of boring mill	33,717
Rolls-Royce of Canada Ltd., Montreal	aircraft handling eqpt.	23,255
Scarfe & Co., Ottawa	paint	31,440
Shell Oil Co., Toronto	aviation gasoline Apr. 1/54 to Mar. 31/55	35,708
T. S. Simms & Co., Saint John, N.B.	shaving brushes	15,694
Sovereign Potters Ltd., Hamilton, Ont.	tableware	32,646
Standard Wiping Products Co., Montreal, Que.	cotton rags	24,155
Swift Canadian Co., Montreal, Que.	meat	16,532
A. H. Van Wart and Son, Fredericton, N.B.	coal	25,444
A. C. Wickman Ltd., Toronto	automatic machines	61,274
Contracts awarded by Defense Construction (1951) Ltd., Nov. 1-15		
Allied Building Services, Montreal	cleaning, repairs	30,000
Atlas Construction Co., Montreal	clearing, grubbing	261,500
Byers Construction Co., Montreal	clearing, grubbing	344,435
Caldwell & Ross Construction, Fredericton, N.B.	clear'g, grubb'g	325,983
Cameron Construction Co., Halifax	clearing, grubbing	261,908
R. K. Chappell, Amherst, N.S.	clearing, grubbing	139,840
Diamond Construction, Fredericton, N.B.	clearing, grubbing	1,217,680
B. E. Hoyt Construction, Hoyt, N.B.	clearing, grubbing	88,854
Kenney Construction, Yarmouth, N. S.	boiler, etc.	16,000
D. Lamothe Ltd., Noranda	surfacing, sand seal roads	44,315
McCready Johannson Ltd., Edmonton	roofs, leantos	32,273
F. W. McMulkin, Upper Gagetown, N.B.	clearing, grubbing	110,660
Modern Construction, Moncton, N.B.	clearing, grubbing	414,785
Poole Construction, Edmonton	two chapels, stores, workshop	724,268
Price Brothers & Co., Quebec	cutting fire break	39,210
L. G. Rawding Construction, Berwick, N.S.	clearing, grubbing	303,290
Noel Romeo & Cie, Montreal	rewiring armoury	11,750
R. E. Stewart Constr., Sherbrooke, Que.	hangar work	210,700
Terminal Construction Co., Montreal	clearing, grubbing	155,471
Terminal Construction Co., Ottawa	grading, seeding	38,895
Wellington Constr. Co., Sherbrooke, Que.	clearing, grubbing	121,175

Here's a New Treasure Hunt

World Dealers Scramble For Europe Antiques

Canadian demand for antiques from all ages is helping to boost prices and create shortages throughout Europe. But wealthy Europeans are still able to outbid New World dealers for some choice pieces.

Every month, Canadian antique dealers make lengthy business trips to the two great antique centres of the world, London and Paris. They send back millions of dollars worth of ancient treasure annually, but report genuine antiques—of the right sort at the right price—are rapidly becoming more difficult to obtain.

An antique is defined in Canada as a household item manufactured before 1847—in the U.S. pre-1829.

Canadian demand has developed fast. Toronto had three dealers in 1906, now has more than 40. Many small dealers have set up in country districts, catering for the weekend motoring antique lover.

Montreal absorbs more antiques than any other city in Canada but Toronto bids higher for selected pieces, is judged the antique capital of the country. British Columbia takes enormous quantities in proportion to population. Prairie buying is small.

No counterpart of the British Antique Dealers' Association exists in Canada and no statistics are available on the amount of business done nationally. But about 70% of antiques sold in Canada are Victorian.

Older antiques bring high prices in Europe. One Montreal dealer recently tried to procure a four-piece Georgian silver tea set in England. He was outbid at half a dozen auctions. On each occasion, he had to stop well short of top bids which would have meant a Canadian market price of more than $1,300—too high for a sure sale.

Too Dear For Canada

"The Canadian market can't afford the prices wealthy Europeans are prepared to pay," he says. The Americans, South Africans, Australians, New Zealanders, and others are also bidding against us."

Some antique dealers in Europe resent buyers from Canada and other countries bidding against them. Antiques bought for export across the Atlantic are permanently lost to European markets.

But most dealers see buying-for-export as keeping prices up for the benefit of all. The question—how long can the supply of European antiques hold out against persistent New World buying? "It is a constant wonder to me," says Joseph Yolles, one of the oldest established Toronto dealers, "that the supply of antiques has not dried up long ago. It's a mystery where it all comes from."

Local dealers predict increasing shortages and heightening prices. They expect reproductions to become more popular and point to the dozens of factories already specializing in reproductions throughout Canada.

A reproduction of many lines of furniture now costs more than the original. This curious situation is partially explained by a New World passion for perfection. One antique furniture restorer says that, unlike most European buyers, Canadians insist on antiques being perfect. They don't always buy on intrinsic merit. Their appreciation of something old does not always extend to condoning blemishes. At Joseph Yolles' shop, a permanent staff of seven cabinet makers, three furniture polishers and an upholsterer work continuously at restoring damaged antiques.

Canadian antique dealers and buyers face big difficulties in buying, shipping of stock. Antiques are often bulky, freight and insurance rates high. The importer gets most of his purchases in one shipment, and, unless he operates wholesale, finds storage and display a problem. Yet, by the end of the year, before his next trip is due, he is usually short of good stock.

All dealers compromise on this arrangement by employing agents in Europe. These men buy usually on instruction, and collect a standard 5% commission. On difficult orders, or for rare purchases, they may occasionally pick up 10% or 12%.

Climate—The Wrecker

Another problem is the Canadian climate. It has damaging effects on ancient woods long accustomed to European weather. Many pieces of furniture unaccountably develop great cracks and splits and either have to be expensively restored or scrapped. In either case, the dealer loses. The result — Canadian retail mark-ups run between 35% and 55% of imported cost, prevents much ordinary public buying interest in anything other than Victorian antiques.

In England, a good early Worcester or old Derby dinner set costs up to $1,800. Because of costs and difficulties, the price in Canada can rise to between $2,000 to $3,000.

Few professional buyers find it worthwhile searching around for antiques in big cities other than London or Paris. France, with its highly inflated cost of living, is a difficult antique hunting ground. Dealers theorize that the French people, traditionally suspicious of paper money, are not only hoarding gold, but also valuable antique furniture. They know that if bought wisely, it cannot depreciate.

There are practically no Canadian antiques. Before 1847, few Canadian furniture makers were working. But a lot of early American furniture comes on the market. Canadian dealers often go searching for it in Quebec-Prince Edward Island region. Early immigrants from America settled there, bringing their furniture with them.

Many New Canadians, finding prosperity, have bought large quantities of antiques. One ordered a rare Georgian table from England regardless of cost. "I saw it in London, many years ago," the buyer said.

Grand Union Builds At Guelph and Ajax

Grand Union-Carroll's Ltd., U.S.-owned Ontario food chain with head office at Hamilton, plans to build two more supermarkets shortly.

An 18,000 sq. ft. market with parking for 150 cars will be built at Guelph.

A 9,000-sq.-ft. market with parking for about 200 cars, will be built in the North Plaza Shopping Centre, Ajax.

Both markets will have "an attractive selection of nonfood items" to provide "complete one-stop shopping" for customer convenience.

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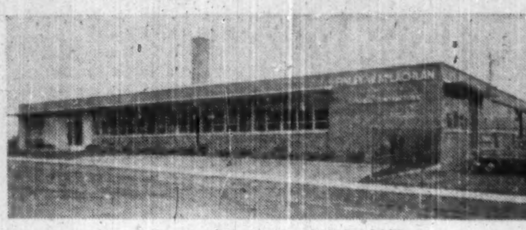

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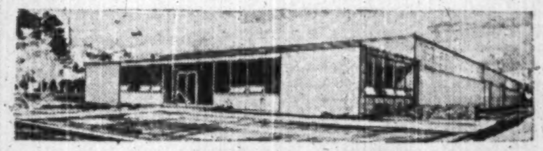

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Civic Elections

As a reference for businessmen who deal in Canada's growing municipal market, this Post feature presents the newly elected civic officials in important market centres across the land.

British Columbia

KIMBERLEY—Aldermen: H. G. Bryant, Peter Brennan, S. Loraas.

NANAIMO—Aldermen: George Bruce, John G Williams, Gertrude L. Hall.

NELSON — Aldermen: Arthur Foster, George Eckmier, W. S. Smith.

NEW WESTMINSTER—Mayor: Fred H. Jackson; Aldermen: Stuart Gifford, Angus McDonald, J. Lewis Sangster, Mrs. Edith Corrigan.

NORTH VANCOUVER — Aldermen: J. M. Bryan, T. C. McMillan, J. A. S. Suttis.

PORT ALBERNI—Aldermen: J. R. Dalton, J. Perry, W. Goddard.

PRINCE GEORGE — Aldermen: Percy Williams, Charles Cranston, R. S. Ferguson.

PRINCE RUPERT — Aldermen: Katherine Smith, A. D. Ritchie, G. P. Woodside, T. Norton Youngs.

ROSSLAND—Aldermen: L. C. Austen, H. L. Christian, W. Cunningham.

TRAIL—Aldermen: H. S. Wyley, Harold Dixon, Norman J. Backus.

VICTORIA — Aldermen: Robert MacMillan, Arthur Dowell, Austin Curtis, J. Donald Smith.

VANCOUVER—Mayor: Fred J. Hume; Aldermen: George Miller, Earle Adams, Bill Orr, Birt Showler.

Nova Scotia

DARTMOUTH — Councilors: I. W. Ackerly, Percy Dares, E. M. Beazley, W. J. Driscoll.

NEW GLASGOW—Councilors: William Morton, Harry Mosher.

NORTH SYDNEY—Mayor: A. V. Forbes; Councilors: Stanley Cleary, J. E. Thorpe.

NEW WATERFORD—Councilors: Peter W. Murphy, Eli Simms.

PICTOU—Councilors: Milton C. Veinot, John H Morrison, C. H. Jackman.

SPRINGHILL—Councilors: A. A. MacKay, William Bell, Lawson Fowler.

SYDNEY MINES—Councilors: Solomon McGean, Alex Gillis.

Ontario

BRAMPTON—Mayor: Mrs. Nance Horwood; Reeve: C. C. Core; Deputy Reeve: C. F. Kline; Councilors: Bruce McClure, R. E. Prouse, William O'Hearn, W. E. Glenney, Fenwick Job, Lilas Trout.

FORT ERIE — Mayor: Albert Guess; Reeve: William Duncan; Deputy Reeve: George F. Broadley; Councilors: Richard C. Ward, Michael Tartaglia, Thomas O'Brien George Wintonyk, Daniel Lonsbury, L. C. Williams.

FORT WILLIAM — Mayor: Hubert Badanai; Councilors: Mrs. Dorothy Pickup, Hubert Limbrick, A. F. Hawkins, Dr. B. C. Hardiman, J. A. Young, Alexander Anderson.

OWEN SOUND—Mayor: E. C. Sargent; Councilors: Dr. Gordon S. French, Mrs. Melba Croft, William A. Forsyth, Reginald Kreutzweiser, William Inglis.

PORT ARTHUR — Mayor: Fred O. Robinson.

PORT HOPE—Mayor: W. N. Moore; Reeve: George Phillips; Deputy Reeve: Frank Long; Councilors: Bill Waldyka, Clayton Joyce, Moss Hewson, James McClelland, Reid Budge, Jack Rosevear.

ST. CATHARINES—Mayor: John Smith; Aldermen: James Newman, John Franklin, James Bailey, Wilfred Bald, R. Ross, Dr. C. P. MacLean, Harry Robinson, T. J. BeGora, C. F. Jones.

ST. THOMAS—Mayor: Peter J. Laing; Councilors: W. R. Wintermute, Edmund Butterworth, M. C. Moore, Charles R. Hammersley, George W. Parkinson, John M Sterling, Harry L. Swan.

SARNIA—Mayor: W. C. Nelson; Councilors: M. M. Gowland, John Matheson, G. A. Hogan, H. B. Turnbull.

STRATFORD—Mayor: Wilfred Gregor; Aldermen: Lawrence Feick, V. C. Polley, J. A. Thompson, A. C. McKenzie, A. G. Skidmore, J. H. Dempsey, N. K. Feilig, H. Palmer, R. Tompkins, C. R. Welch.

METROPOLITAN TORONTO

LONG BRANCH—Reeve: Mrs. Marie Curtis; Deputy Reeve: Crawford Bell; Councilors: Maurice Breen, Leonard Ford, John Robertson.

MIMICO—Mayor: William A. Edwards; Councilors: Hugh Griggs, Mrs. Gertrude Owen, Sidney Chamberlain, A. Halliwell, Frank Pownell.

NEW TORONTO—Mayor: Donald R. Russell; Councilors: Gordon Baycroft, Matthew Drummond, Harry K. Brown, Harold Trickett, David Post, John C. Smart.

• • •

WELLAND — Councilors: G. J. McComb, A. B. Phillips, H. W. Diffin, Sam Hughes, W. L. Valencourt, Dr. T. E. Briant, Carl Schefter, J. C. Chabot.

WINDSOR—Mayor: Michael Patrick; Controllers: Thomas Brophey, Mrs. Cameron Montrose, Lawrence Deziel, W. E. Atkinson; Aldermen: A. Munroe, Albert Weeks, Dr. Roy Perry, Albert Long, W. J. Wheelton, Bernard Newman, D. C. O'Brien, Miss M. C. Straith, Maurice Belanger, Benedict Crowley.

WOODSTOCK — Mayor: Bernadette Smith; Councilors: Charles Tatham, George LaFlair, Arthur Gepp, William Downing, Lorne Low.

Go West, Marry Young, Young Man

Young married men with children in some parts of British Columbia may save up to 50% on their automobile insurance premiums this year.

The 1955 rate structure announced recently by the Independent Automobile Insurance Conference of B. C. separates family men from single men in the under-25 age group, and grants a similar reclassification to single women with three-year accident-free records.

Savings for the reclassified drivers will range from about 25% in the Fraser Valley to 50% in Greater Vancouver and New Westminster; average for other parts of the province will be about 40%.

Rated the worst insurance risks on the road, youthful male drivers pay the top premiums. But studies by the insurance industry have indicated that matrimony acts as an effective "hand on the shoulder" and that young husbands cut down on fast and reckless driving.

The independent companies write about one half of British Columbia's auto insurance. As an example of the change in rates, an under-25 male owner-operator of a late model Ford, Plymouth or Chevrolet Bel Air or 210 paid $153.80 in 1954 for $5,000/$10,000 public liability and $1,000 property damage, $100 deductible collision, and comprehensive (including fire and theft). The same coverage will cost $100.10 this year—a saving of $53.70.

Over-all rate cuts for British Columbia motorists as a whole will average about 9% (The Post, Dec. 18).

West Germany Grooms Tourism

Now almost fully back into the economic swim after years of war ravage, West Germany is sprucing up products, production and methods across a broad range of activities. Among them: the tourist trade, an important dollar earner becoming more and more important as increasing numbers from Canada and the U.S. flow into Central Europe for brief and extended visits.

The International Hotel Trade and Catering Exhibition, labeled "Gastronomy and the Guest" this year will be held at Dusseldorf, April 29-May 8. Theme of the fair, good for tourist operators anywhere: the traveler is more than a guest from the hotel and restaurant angle; he will be seen in the private house, in the garden, etc. Cultural and idealistic sides of tourism will get more attention.

Dusseldorf, in the heart of the Ruhr, is gaining more fame as a fair and convention centre. The recent DRUPA — International Print and Paper Fair, an important event in the packaging world —was reported in The Financial Post (Sept. 29, 1954) as scheduled for Hannover. Instead, it took place in Dusseldorf and DRUPA now as if Dusseldorf and DRUPA are married for good.

Montreal Port Has Peak Year

MONTREAL (Staff) — The world's largest inland port this year recorded the greatest number of deep-sea arrivals in its history.

Some 1,788 ships called at Montreal during the eight-and-one-half months 1954 navigation season for an all-time record. But despite heavy traffic, wheat shipments dropped from 159 million bu. in 1953 to 113 million bu.

Highlighting the port's traffic was a significant increase in passenger sailings. The Canadian Pacific fleet of "White Empresses," for example, made a post-war record with over 40,000 passengers. The line's three ships made 33 calls at Montreal.

Heralding a further increase in 1955 passenger traffic is this week's announcement of a new trans-Atlantic service, to be known as the Europe-Canada Line. To be represented by Kerr Steamships Ltd., the newly-formed company will begin sailings in April from Montreal to Southampton, Le Havre, and Bremen with the liner "Seven Seas."

11-Week Ford Strike May Be Nearing End

It appeared the 11½-week strike at Ford of Canada was on the way to settlement at midweek. But top-level negotiators for the company and the striking United Auto Workers (CIO-CCL) were close-mouthed about details.

Union and company began secrecy-shrouded talks Dec. 28 in Toronto. There were suggestions the company might compromise on the question of an Ontario-wide agreement (covering plants at Windsor, Oakville, Etobicoke) if the union gave ground on some or all of these subjects: wages, hours, seniority.

Biggest factor in favor of a settlement were the losses both sides were suffering.

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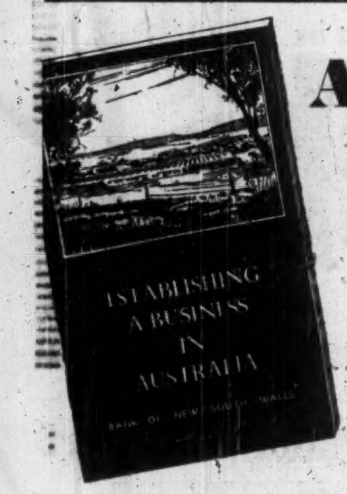

Australia from a business point of view

This booklet will assist anyone contemplating establishing a business in Australia, whether it is a small retail business or a large manufacturing company.

Written with the authority of Australia's oldest and largest joint-stock bank, it offers those who wish to start a new enterprise in that young but growing country a short account of the framework of business organization throughout the Commonwealth of Australia. It also affords some knowledge of the problems and conditions which would be met.

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54-17

Trend of Business

Industrial production index is higher than year earlier for first time this year. Also highest since September, 1953. October index is 256.4, compared with 254.5 year earlier. Manufacturing component of index is still nearly 4% below year earlier, but mineral production is up 22%. Nondurable manufacturing 1% higher than last year. Durable manufacturing is down 9%.

Both exports and imports were up in November over the same month last year. Exports rose by 4%, imports by 6%. In first 11 months this year, exports are down 7%, though. In the same period, imports are down 7%. Thus we had an import surplus in November of $4.6 millions, compared with an export surplus of $3.4 millions in November last year. Our 11-month import surplus was $207 millions, down somewhat from an import surplus of $233 millions in the same period of 1953.

Imports from the U. S. rose by 12% in November, from same month last year; imports from U. K. dropped 32%.

Television set output projected by members of Radio Television Manufacturers Association of Canada for December, January and February is 224,640 sets, or 45% more than the same period last year.

Retail sales, which have been below last year for every month of 1954 except March, were 8% below year earlier for October. Decrease for year to beginning of November is 2%. In October, there were declines for all trades except grocery and combination and variety stores. Motor vehicle dealers had the biggest decline, 26%. Other decreases for October were: women's clothing stores, 13%; hardware, 12%; lumber and building materials, 11%; restaurants, 10%; family clothing, 8%; meat stores, 7%; furniture stores, 6%; general stores, 6%.

Paint, varnish and lacquer sales of manufacturers were down 13% in October, compared with same month last year, in dollar value. Sales this year to Nov. 1 are down 7%.

Leather footwear production showed first increase over year earlier for first time in 12 months, in September. A nominal gain. Year to latest is down 6%, in number of pairs of footwear.

Loans outstanding at banks, aside from day-to-day loans, are up 2% compared with year ago, as of mid-December.

Carloadings in 1954 to early December were down 8% from the like period of 1953, but in latest week they were up almost 1% from year earlier.

Radio production this year beginning of December is 373,154 sets, 42% compared with same period last year. (Radio-Television Manufacturers Association).

Jobless persons seeking work in week of November 20 numbered 214,000, or 3,9% of labor force. Compares with 179,000 (3.3%) a month earlier and 151,000 (2.8%) a year earlier.

Woodpulp production will set new records in 1954 and will exceed the record set in 1951 by about 4%. Production to beginning of December is 7% ahead of same time last year.

Portland cement production is 3% ahead of year earlier in October, but shipments to customers are down 8%.

Major Weekly Indicators

	LATEST WEEK	Week Ago	Month Ago	Year Ago
Department store sales (% ch. from year earlier)	......	+8%	+8%	+5%
Carloading, totals (cars)	74,998	108,505*	76,863	74,502
Eastern Canada (cars)	46,884	67,292*	48,880	45,509
Western Canada (cars)	28,114	41,213*	27,983	28,993
Iron & Steel (m'fd) (cars)	989	1,351*	898	1,221
Ores, concentrates (cars)	2,725	5,147*	6,020	2,260
Base metals (cars)	682	1,015*	515	545
Lumber, timber, plywood (cars)	3,678	5,262*	4,088	3,309
Cement (cars)	563	1,094*	791	764
Passenger car prod.	5,053	5,337	3,803	......
Truck production	363	670	585	......
Bus. failures 4-wk. moving av. (No.)	36.5	32.5	19.8	27
Chartered banks				
Personal savings ($ millions)	5,161	5,161	5,167	4,730
Loans outstanding ($ millions)	4,190	4,186	4,223	4,115
NHA mtge. holdings ($ millions)	63	59	45	......
Bank of Canada holdings of securities ($ millions)	2,233	......	2,286	2,336
Short term govern. ($ millions)	1,366	......	1,438	1,422
Long term govern. ($ millions)	855	......	836	896
Other securities ($ millions)	12	......	12	17
Canadian dollar (U.S. cents aver.)	103.359	103.325	103.266	102.923
T.S.E. industrial index	378.43	374.06	372.83	310.80
Dom. bond yield index ('35=100)	99.0	99.0	99.0	117.1
Bank clearings				
Montreal ($ millions)	644	674	552	462
Toronto ($ millions)	806	774	726	570
Yield, 114 stocks	4.58%	4.64%	4.70%	5.72%

*Nine-day month-end period.

Facts by the Month

WHAT WE PRODUCE—	LATEST MONTH AVAILABLE	One Month Previous	Two Months Previous	One Year Previous
•In all industries (index)	256.4	254.0	246.9	254.5
In factories (Index)	256.9	252.9	242.0	270.1
Total nondurable goods (Index)	235.4	231.9	214.9	235.1
Food and bev. (index)	256.1	262.0	251.7	253.0
Textiles (Index)	130.5	157.4	120.2	192.7
Clothing (Index)	152.0	141.4	126.4	169.8
Chemical products (Index)	285.4	282.6	280.3	288.4
Total durable goods (Index)	290.4	285.8	284.3	324.9
Iron & Steel products (Index)	251.8	247.6	241.0	289.8
Primary iron & steel (Index)	228.8	216.3	224.3	313.6
From mines (Index)	244.8	226.1	227.8	212.2
Metals (Index)	131.3	128.5	127.2	114.6
Nonferrous smelting refining (Index)	244.6	237.7	230.8	227.2
Gold (Index)	108.0	103.3	106.4	96.7
—From farms				
•Hogs graded (000)	508	431	314	444
•Cattle delivered (000)	208	185	149	194
Flour (Index)	157.9	148.3	125.8	142.6
—From sea				
E. Coast catch ($000)	4,723	6,129	8,628	3,643
W. Coast catch ($000)	6,625	7,695	5,832	4,069
—From forests				
Newsprint (000 tons)	526	491	503	511
•Pulp (000 tons)	821	837	785	757
—In powerhouses				
Electricity (Index) (seasonally adjusted)	268.3	261.8	260.1	241.1
WHAT WE SELL—				
•Retail sales ($ millions)	1,006	988	978	1,088
Dept. store sales ($ millions	118	97	89	113
Wholesale sales (value) (Index)	383.3	401.8	378.1	399.4
Mfrs. outsdg. orders (value) (Index)	75.7	79.2	81.1	72.4
•Pass. car sales (units)	15,946	21,524	27,973	24,823
WHAT'S ON HAND—				
•Mfrs. inventories (value) (Index)	97.9	98.2	99.2	103.4
Dept. store stock sales ratio	2.7	3.0	3.4	2.5
SPENDING, SAVING POWER—				
Labor income ($ millions)	1,030	1,014	1,010	1,014
Dividend payments (Index) (annual rate)	254.6	252.8	246.6	241.4
JOBS—				
Employment (Index)	113.3	112.9	112.3	116.9
Mfg. employment (Index)	108.1	108.3	108.0	115.2
CONSTRUCTION—				
Contract awards ($ millions)	214	181	183	158
FOREIGN TRADE—				
•Exports ($ millions)	369	318	337	355
•Imports ($ millions)	373	332	333	351
MONEY—				
Money supply ($ millions)	5,331	5,226	5,228	5,236
Cheques cashed ($ millions)	11,363	11,178	12,125	10,446
Notice deposits ($ millions)	5,637	5,585	5,535	5,148
Current public loans ($ millions)	3,739	3,730	3,776	3,718
Life insurance sales ($ millions)	207	191	197	225
PRICES—				
Consumer price (Index)	116.8	116.8	116.8	116.2

Index bases: production wholesale sales 1935-39=100; employment, payrolls, 1949=100; consumer price index 1949=100; manufacturers inventories, outstanding orders, Dec., 1952=100.

STRATEGIC MATERIALS—Production and Supply—

	Latest Month	Month yr. ago	Yr. to date	% chge. yr. to date
Steel ingots and castings (000 tons)	247	329	2,353	−24
Primary copper (000 tons)	23.7	19.6	222	+12
Nickel (000 tons)	13.4	12	117	+10
•Cement (000 bbls.)	2,041	2,035	18,994	+2
Lumber (millions (fbm)	658	607	5,443	−6
Lumber exports (million fbm)	380	279	2,943	+18

•New items this week.

Date of issue for your file, The Financial Post, January 1, 1955.

Dosco Ships Coal to U.K.

MONTREAL (Staff).—Continuing its drive for export markets, Dominion Steel & Coal Corp. has sold 100,000 tons of screened coal to England's National Coal Board.

The order, first major coal export shipment since 1951, follows closely a major steel and iron ore order obtained by Dosco for customers in Mexico, the U.K. and West Germany (The Post, Dec. 4).

Last week, labor troubles came to an end at the company's sprawling East Coast properties, with acceptance by Local 1064, United Steel Workers of America, of a new wage contract valid until March 31, 1956. The new agreement calls for a 5c wage boost (average hourly rate has been $1.43½) plus some fringe benefits. Coal miners' wages were settled earlier with the extension of a previous contract, without any wage increase.

CANADIAN BREWERIES LTD. issued 3,345 common shares on Dec. 8, 1954, on conversion of 4½% 10-year convertible sinking fund debentures. There were 2,566,747 common shares outstanding as of Dec. 9, 1954.

Coleman Collieries Plan Opposed By Bondholders

Reorganization of the 5% first mortgage 30-year bonds of Coleman Collieries Ltd. was opposed by some bondholders this week.

Plan was scheduled to go before the bondholders at a meeting in Coleman, Alta., on Dec. 29. The company proposed to call in all the outstanding bonds amounting to $7,310,000, and substitute $3,655,000 5% first mortgage 27-year bonds due Jan. 1, 1982, and the same amount of first mortgage 27-year income bonds for the original issue.

In the notice of the meeting to sanction the modifications and alterations of the trust deed, the company asked the bondholders:

—To allow the oil and natural gas rights, and other mineral rights other than coal, to be excluded from the mortgage and security provisions in the trust deed.

—To accept half the former amount of 5% first mortgage bonds and take the balance in first mortgage income bonds bearing no stated rate of interest.

Opposition Stand

The opposition claims that insufficient information was contained in the notice on which to make a decision for or against the plan. It also protests that insufficient time was allowed for the notice to get to bondholders in Central Canada.

The letter accompanying the notice was dated Dec. 13, but was not posted from Coleman until Dec. 20. It did not reach certain of the bondholders until Dec. 22 or even later. The notice stated that proxies to be voted had to be in the hands of the company by Dec. 28 for the meeting the following day. The trust deed provides that seven clear days notice of any meeting must be given bondholders.

Advantages which would accrue to the company, on the face of the proposals, would be that it would not have to go into default; could possibly raise money through oil and gas rights to keep its present operations going; have lower interest charges.

In the letter accompanying the notice the company pointed out that the interest due last January was not paid, and that the one due next month would not be met either. Company blamed this on the declining use of coal by its principal customers.

In the 1953 fiscal year, company's net profit amounted to $65,679. loss in the previous year was $278,560.

Controlling interest in the company is held by Hillcrest Mohawk Collieries to whom it was sold by Consolidated Mining & Smelting Co. of Canada early in 1954.

Company was formed by the consolidation of three companies in January, 1952. They were international Coal & Coke Co., Coleman, McGillivray Creek Coal & Coke Co. and Hillcrest-Mohawk Collieries.

In December of last year the company asked the approval of the bondholders to defer the interest on the bonds, and at the same time expressed the hope that it would be possible to meet in full the 1955 interest and the serial instalment of the 1954 interest.

With this in view, states the company's letter, drastic economies were effected. Among other changes, the International Mine was closed and 600 employees released. The briquetting plant, which came into operation in March, 1954, has worked successfully and has been extended with the object of developing additional markets.

The plant cost approximately $400,000.

Company points out that it is still necessary to make "very considerable expenditures" to remove the overburden on the strip mine — without which it would be impossible to continue profitable operation. The amount already spent is over $600,000, and the company says that it will be three years before the return on this expenditure is fully reflected in the earnings.

How They'll Raise $120 Millions For B.C. Gas Pipeline

Proposed financing of Westcoast Transmission Co.'s $120 million, 650-mile, 30-inch pipeline from Peace River area of Northern B. C. to the international border will take this form:

—$90 millions first mortgage bonds placed with major insurance companies and banks.

—$12 million sale of preferred stock through Canadian and U.S. underwriters.

—$18 million sale of common stock to Pacific Petroleum Ltd. and other sponsors.

Major gas supply for the pipeline will be provided by company's sponsor, Pacific Petroleums and its associates, including Peace River Natural Gas, Canadian Atlantic Oil Co. and Sunray Oil Co. Survey of the route is complete, construction planned to start by July 1, 1955.

Customer companies of Westcoast Transmission Co. in Western U.S., seeking Federal Power Commission authority to import natural gas, hope for speedy approval.

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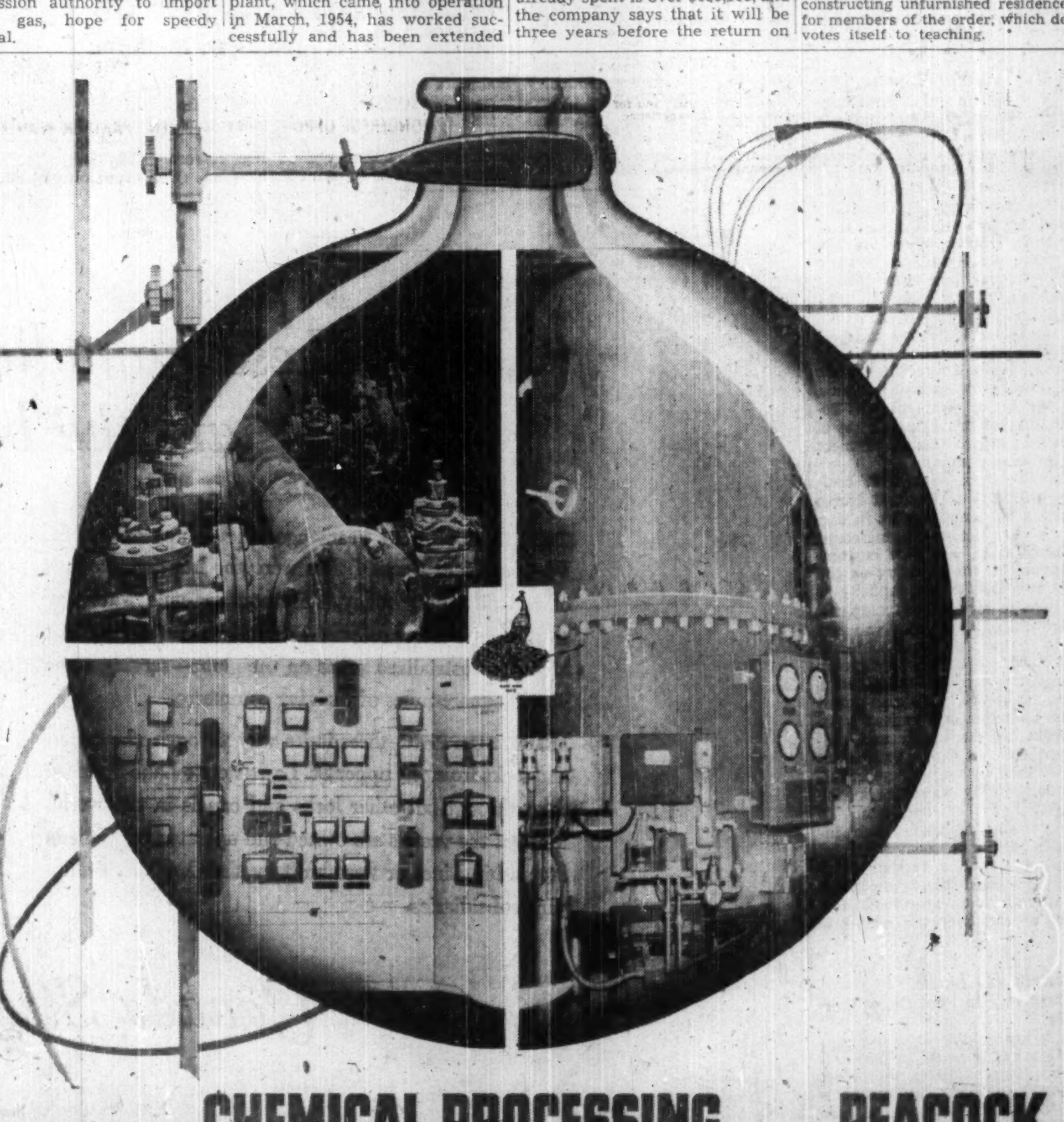
Consultant in Group Life, Pension — Estate Planning

LES FRERES DES ECOLES CHRETIENNES DE QUEBEC $80,000 3½% first mortgage bonds series "C" dated Jan. 2, 1955, redeemable Jan. 2, 1956, to Jan. 2, 1960, and $220,000 4% first mortgage bonds series "C", dated Jan 2, 1955, redeemable July 2, 1960, to Jan. 2, 1968, are being offered by Clément Guimont Inc. at 100. Proceeds of the issues will be to pay for the cost of constructing unfurnished residences for members of the order, which devotes itself to teaching.



WHERE THERE'S CHEMICAL PROCESSING THERE'S PEACOCK

Precise measurement ... accurate control ... dependable filtration ... three vital factors in successful chemical processing. Throughout the industry, in large plants and small, engineers have come to know they can depend on the quality of Peacock equipment year after year. Typical installations are illustrated above. *Top left:* Nordstrom Ni-Resist lubricated plug valves manufactured in Canada by Peacock and installed on black liquor storage tanks in a large Ontario Kraft pulp mill. *Lower left:* Foxboro Consotrol instruments on graphic panel for petroleum refining process consisting of crude fractionation, vacuum unit, catalytic cracking, gas concentration, girbitol unit, polymerization and gasoline fractionation. *Right:* One of five Peacock-built Cuno Flo-Klean Filters installed in a large Quebec plant. Together these filters are capable of handling up to 25,000 Imperial gallons of process water per minute.

PB54-17A

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What Business Executives See Ahead

(Continued from page 10)

the previous uncertainties in Canada's future is removed.

The optimistic note of the petroleum industry is shared by Interprovincial. This company's entire program has been geared to provide added pipeline facilities from year to year to take care of increases in market demand. 1955 should see greater crude throughputs to refineries across the entire system from Edmonton to Sarnia.

* * *

Gilbert A. LaBine

President, Gunnar Mines Ltd.

The impetus given Canada's economy to be world-wide interest in the development of its natural resources, gives every promise of sustained growth in 1955.

Canada is in the throes of setting up a great industrial empire and as our development swings into full stride, the Canadian mining industry can be looked to with the utmost confidence to provide for every need in metals.

Our position in nickel and asbestos remains unchallenged and the coming years may witness a great increase in iron and uranium production as well as a revival in the popularity of gold-mining.

From coast to coast across Canada, our stalwart mining industry continues to open its metal deposits that will provide the industrial fodder in years to come. Recognition of the soundness and strength which such developments continue to add to Canada's economy, is to be had in the world-wide influx of capital.

In all metals, Canada is in a sound position and all metal industries are in a like position except the gold industry.

Gold commands a ready market in all countries of the world and is rapidly regaining its place as an arbiter of international exchange. Present gold supply is inadequate to support the vast sums of fiat or paper money now in circulation, and an upward revision of its fixed position would appear to be inevitable.

Nothing in metals (uranium) has so influenced the world as the development of atomic power. The blessings, which the unfolding of the atom secrets promise, are so great and of such magnitude that it staggers the imagination even of those who are in top positions in the industry.

Canada is fortunate in having such a potential production of this great mineral and the men with the know-how of what to do with it.

* * *

H. M. Spencer Lewin

Vice-president and general manager, Bowater's Newfoundland Pulp & Paper Mills Ltd.

The Canadian newsprint industry depends to so great an extent on its market in the United States that its prosperity is inevitably linked closely to the over-all U. S. economic position. Over the last 50 years the American demand for newsprint has risen almost continuously, in spite of new competitive sources of advertising, and there is every prospect that this will continue for many years to come. There will be ebb and flow in the rate of advance, but the major problem will remain that of providing a rate of increase in production to meet the growing demand.

For the next year, with business prospects throughout North America as promising as in any recent year, and with increased demands from would-be customers overseas, the pressure on the industry's productive capacity is likely to be severe. This company, which already since the war has raised output by over 50%, is continuing its efforts to develop production still further. This is being achieved, as with most other Canadian companies, by an increase in the speed and efficiency of existing equipment rather than by major new installations, and by increases in the normal hours of operation. To achieve and maintain such increases demands heavy capital investment, and a further long-range program of development has therefore now been instituted, to be spread over the next few years.

* * *

Herbert H. Lank

President, Du Pont Co. of Canada.

It is my opinion that the general level of business in 1955 will closely approximate the level achieved in 1953. The prospects for the maintenance of a high level of employment are good and with suitable weather conditions, the slump in employment in seasonable industries which was experienced in 1954 should not be as severe.

In the chemical industry I feel that the business level will closely approximate that of industry in general. There is every indication that sales to all major chemical consumers will be at a slightly higher level than in 1954. I also expect that there will be a slight upturn in capital investment in chemical facilities during the coming year.

* * *

L. F. Long

President, Building Products Ltd.

So long as general business remains at a high level there will probably be a continuing demand for new housing. This arises from a continuing high rate of new family formation, a continuing trend away from rural and city districts toward the suburban areas, and the general desire on the part of a large percentage of the population for better and less crowded living quarters than they have ever had before.

With the revised housing legislation of 1954 just now becoming really effective in making ample mortgage funds available, and with the material and labor supply having demonstrated that the construction of over 100,000 dwelling units per year can be handled without undue strain, there seems to be no good reason why 1955 should not be another good year for residential construction. Manufacturers of building materials, such as ourselves, should have correspondingly good volume.

In common with most other industries, competition, and hence pressure on prices, will probably increase. With the pressure for higher wage rates continuing, management will find it increasingly difficult to maintain profit margins.

* * *

H. W. Manning

Vice-president and managing director, Great-West Life Assurance Co.

The life insurance industry experienced a very healthy year of growth during 1954. New business, business in force and assets — all reached new high points. It is fully anticipated that the coming year will show equally gratifying results.

In 1954 there was a marked growth in the accident and health business as thousands of Canadians purchased protection against the heavy expenses of a serious accident or illness. This segment of the insurance business has almost tripled in the last five years and 1955 should see further expansion in this area.

While the interest rates of most companies on their invested assets increased during the past year it is anticipated that 1955 will see a stabilization in the rates as the opportunities for investment at higher yields decline.

The progress and development of the life insurance industry is closely related to the economic climate in which it operates. Fortunately in Canada, many expansionary forces are still strong. Construction continues to forge ahead, consumer purchases are holding at a high level, and the price structure has been relatively steady. While there may be weak spots in certain areas, these various factors lead one to conclude that both business activity and employment will be maintained at a high level during 1955.

This continuing stability provides the life insurance industry with many opportunities to expand its services both to present owners and to those who are just starting their programs of protection and savings.

James Matson

Manager, Royal Liverpool Insurance Group.

All the signs that I see for 1955 convince me that the dominant note in 1955 will be one of competition. Business may be able to keep up its turnover but it is going to require more effort. There is a strong probability that overheads and costs will be higher, and therefore profit margins may be reduced.

* * *

William G. Miller

President, Montreal Locomotive Works, Ltd.

We believe, generally speaking, that business in 1955 will hold at least at the levels of the current year. We expect that in some of our lines we will do increased amounts of business, although where process industries we supply have reduced capital expenditures, volume will continue at depressed levels.

The year 1954 saw a return to strongly competitive conditions as reflected particularly in price and delivery requirements. We have taken vigorous steps to improve production efficiency and to control costs in order to meet this competition.

The railroads are expected to continue their installation of diesel locomotives, perhaps the most efficient cost-cutting tool available to them. Current orders for diesels will carry our production well into 1955.

We are continuing our efforts to build multiple product lines and to expand sales of equipment in present diversified markets such as the petroleum, chemical, and steel industries.

* * *

Louis Michelin

Managing director, Austin Motor Co. (Canada) Ltd.

In 1954, the industry had what I chose to call its shakedown year. The weak and inexperienced have fallen by the wayside; there have been major amalgamations which should strengthen the industry, particularly from the viewpoint of the remaining independents.

In 1955, competition will be healthy, more cars will be sold, and I have high hopes that prices can be brought down through mass production and more rationalization.

It is my firm belief that the Government should stop regarding the automobile as a luxury and that the excise tax on automobiles should be removed; but, if Ottawa cannot or will not give the industry any relief in this connection, the Government should say so and stop the rumors that start every time the Minister tries to tactfully sidestep the issue. The statements regarding his remarks which appear in the press being neither denied nor affirmed result in an unnecessary slowing up of sales each year, until the budget is finally brought down.

* * *

T. R. McLagan

President, Canada Steamship Lines Ltd.

I would be surprised if business activity in 1955 will be any greater than 1954. Much will depend on the agricultural situation and the activity of steel mills.

The high level of forecasted capital expenditures and funds allocated for defense needs should stimulate the general business situation. It is to be hoped that some of this money will find its way into those industries which were somewhat depressed this year.

Inland water transportation should be as good as in 1954 and any improvement in the country's affairs will stimulate our business. We will undoubtedly have some soft spots in 1955, but I expect that they will be offset by improvements in other lines of activity.

Generally speaking, Canada is going ahead and 1955 should see some new records broken.

* * *

H. D. McNairn

General Manager for Canada, Prudential Assurance Co.

A forecast for 1955 is an attempt to measure the extent and duration of the present recession. Continued development of major natural resources and population growth have served to offset both the influence of the U. S. recession at the beginning of 1954 and weaknesses in our own economy during the year. These factors will again be the greatest source of strength in 1955.

The improvement in the international situation and the upward trend in U. S. business should help Canada, but unless our export position improves there seems to be little reason to expect any substantial change before the end of the year. Business activity should remain at much the same level as in 1954 with some increase in both employment and unemployment. In the insurance field indications point to small increases in new business volume with some expectation of a drop in fire income. In the general insurance field the new year may bring keener competition along with important changes in the further development of all risks forms, the introduction of new premium finance plans and rate reductions.

* * *

D. R. Moffat

Executive Vice-President, Avco of Canada Limited.

The outlook appears very promising for automatic washers and dryers and for television receivers. The former is rapidly

(Continued on page 17)

UNGAVA BAY
IRON
SEVEN ISLANDS
TITANIUM ILMENITE
GOLD COPPER
CHIBOUGAMU
COPPER ZINC GOLD SILVER
ALUMINUM
ARVIDA
ZINC LEAD SILVER COPPER
GASPE
ROUYN
LEAD
POWER
QUEBEC
SHAWINIGAN
CHEMICALS
MOLYBDENITE
MICA
PAPER
TROIS RIVIERS
LEVIS
MONTREAL
SOREL
ASBESTOS
SHERBROOKE

Forward—
is the word in
La Province de
Québec

La Province de Québec is going forward with great strides. Opportunity is beckoning to investors, business men, farmers, as new mines, new districts are opened up and developed. The already great supply of hydro-electric power is being rapidly increased to take care of all present and future requirements. New roads, new railways, new ports are being built to serve the newly opened mining districts. Every citizen of La Province de Québec sees opportunity beckoning — is profiting from the ever increasing industrial activities.

AGRICULTURE—The most recent figures indicate that the annual gross value of agricultural products is more than $472 millions. The farm cash income amounts to $386 millions the major items being: live stock, $125,328,000; dairy products, $127,974,000; forest products from farm lands, $46,589,000; poultry and eggs, $35,951,000; fruit, vegetables, potatoes and tobacco, $28,751,000.

TOURISTS — During 1953 American tourists spent over $148,000,000 in the Province of Québec — a new record. Impressive as this figure is, development of the industry has just begun, for where else on such a scale can the tourist find impressive rivers, thousands of lakes, abundant fish and game and people who have lost none of the graces of hospitality which distinguished their forebears.

MINING — Production of Québec mines exceeds $270 millions a year. The three principal items making up this total are Gold, Copper and Asbestos. Gold accounts for 16% of the total value. Copper for about 15% and Asbestos 30%.

MANUFACTURING — The gross value of goods manufactured in La Province de Québec totals more than $5 billion dollars annually.

FORESTRY — Québec houses the biggest forested area in Canada, totalling over 350,000 square miles, of which 200,000 is considered productive. In 1953, the total estimated revenue from forest industries was $870,000,000 of which pulp and paper accounted for over $540,000,000, more than half the total Canadian production. The volume of newsprint produced rose to 2,884,877 tons valued at $290,000,000.

ELECTRIC POWER — The available and developed water power in Québec totals more than 20,000,000 horse-power. The capacity of turbines installed amounts to over 7,736,000 h.p. The receipt of energy sold by central electric stations exceeds $130,000,000 annually. At present no limit can be seen to future possibilities. Some water power developments of the province already in operation are of gigantic size and emphasize what is to come.

LA PROVINCE DE
Québec

La Province de Québec offers a cordial welcome to industrialists and business men who contemplate extending their activities. Write today for your free copy of the book "INDUSTRY IN ACTION" whose 80 fully illustrated pages will give you an idea of what Québec possesses in the domain of industry and labour, water power, pulp and paper, textiles, chemicals, transportation, mining, forestry and agriculture. Address: Provincial Publicity Bureau, Parliament Building, Québec City, Canada; or 50 Rockefeller Plaza, New York, N.Y.

CANADA STEAMSHIP LINES

"... and these Canadian locks are the busiest in the world!"

THREE HUNDRED years ago, the shores of the St. Lawrence and Great Lakes were the hunting grounds of Indian tribes. Today, this thousand-mile waterway to the sea is a transportation route for one of the most highly industrialized areas on the globe—serving some 95,000 square miles of thriving commerce.

MORE SHIPPING threads its way through the canals and locks from the upper St. Lawrence to Lake Superior than through all other locks and canals in the world. Most of the vessels are owned and operated by Canada Steamship Lines or were built by the Company's shipyard subsidiaries.

FROM THE TRANSPORT of furs by precarious canoe, to the shipping of lumber, ore, coal, grain, petroleum and vast quantities of bulk and package freight, the development of navigation through the heart of Canada is largely a part of Canada Steamship Lines' own history.

IT IS OVER a hundred years since the original company launched a small vessel and barge to establish communication between the Quebec farmers and Montreal. Today C.S.L. transports more tons of produce than any other Canadian company.

MUCH OF OUR LAND'S riches is shipped by Company vessels, stored and distributed by Company terminals.

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The Financial Post

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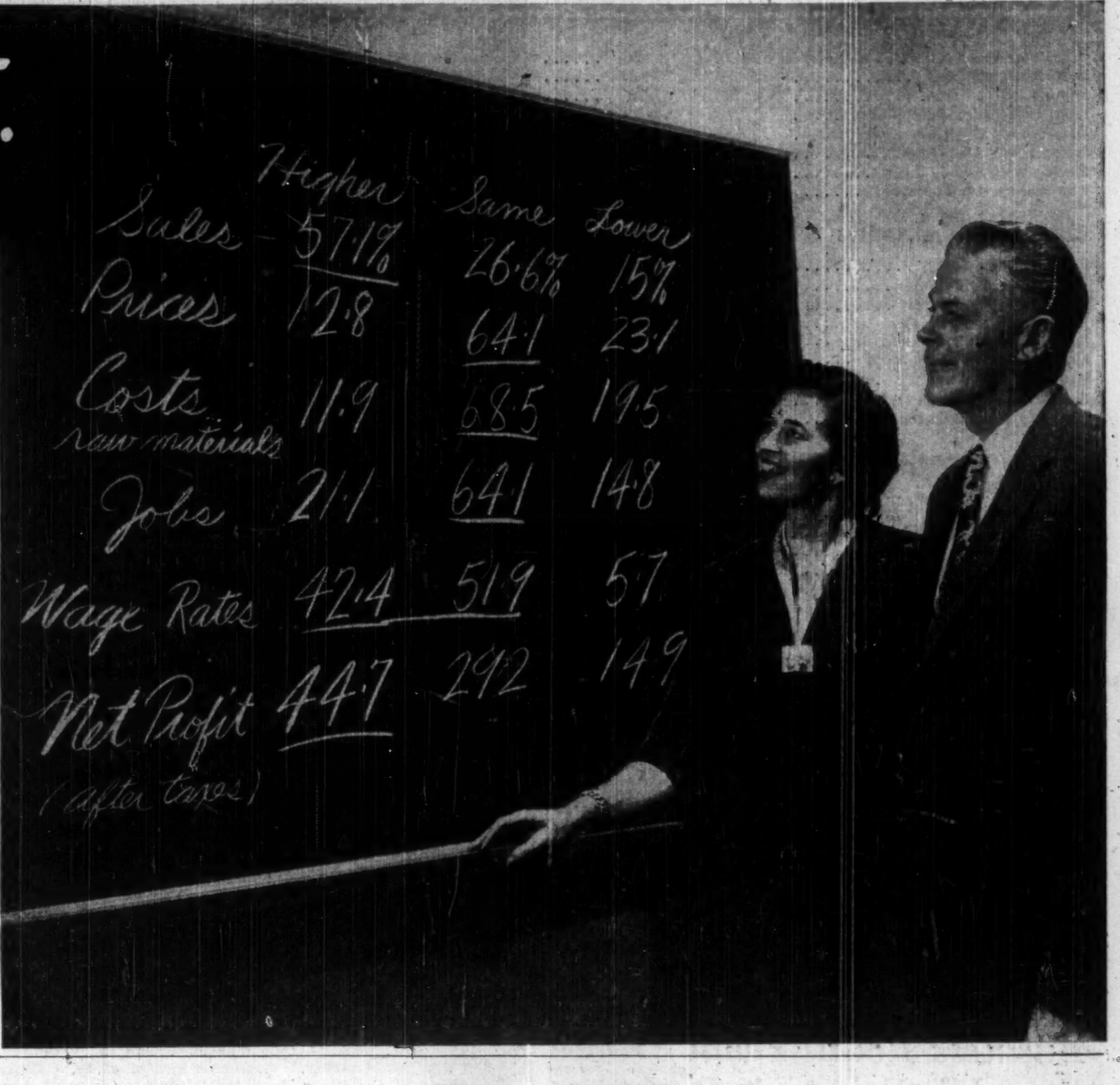
The Outlook for 1955:



Here's Guide To Business Planning In The Post's National Survey

Business will be better in 1955.

That's what executives who direct companies with combined assets of $6,000 millions told The Financial Post.

Based on the majority of replies to a Financial Post questionnaire, here is what these men see ahead for their own companies compared with 1954:

—Increased sales in both the domestic and export market.

—Little change in prices of what they buy or what they sell.

—Employment about the same or slightly higher.

—Wage rates as high, in many cases higher.

—Earnings generally as good or better.

—Capital expenditures could tend upward, although many planning decrease.

—No great change either way in inventories.

—Possibly some decline in the level of business debt.

Those asked were mainly heads of the bigger concerns, but there were also some smaller businesses represented in the group. All were men in a position to have a good basis of judgment about the economic climate ahead in their industry and in their area.

They were asked to report on expectations for their own companies, not business generally. From their combined answers, however, some insight is available on the general picture.

The business executives don't claim any mysterious powers of seeing the future. The president of one of the country's biggest and best known corporations said his answers were based on "a rather cloudy crystal ball."

But these men have to make plans a long time in advance and they go to some trouble to remove as many unknowns as possible from their calculations.

There are still lots of problems ahead. This was made plain in the comments which accompanied the answers to The Post's queries. Rising wages, stiff competition from outside Canada as well as from domestic producers, the constant need to keep up with changes in demand, are just some of them.

Many companies have been completing large capital expenditure programs and expenditures of this sort will be down this year. But more companies are expecting increases than expect decreases, partly because several important concerns are embarking on new programs even though they've just finished expansion and modernization projects.

A clue to the reason for this is found in some of the comments. Despite expectations of higher wage rates and little change in prices, several said they thought earnings would be good, and in some cases better, than this year. Their basis for this was the greater efficiency made possible by the modernizations and expansions.

This in turn shows why many companies are not stopping here with their capital expenditure programs. To compete effectively, and still maintain their earnings picture, they have to keep their facilities in the best possible shape consistent with their ability to finance such changes.

The companies don't seem inclined to step up borrowing, most either planning on no change or some decrease in both their long and short term debt. Many declined to estimate on this. Roughly one quarter expected to do no long term borrowing at all, and one sixth planned no short term borrowing.

Except for a few in the textile industry, no one expects any decline in wage rates, and four out of 10 looked for an increase. Industry in general isn't as confident about its own money-making powers, however, 15% looking for a drop in earnings next year.

Here is a rundown of expectations among some of the main types of business:

Construction and building materials companies look for as good business or better, as many expecting an increase as no change. None foresaw a drop. Prices tending down and cost of materials used about the same (more thought down than up).

Employment about the same, but most thought wage rates would be higher. Earnings as good or better. Slightly more plan higher capital expenditures than lower ones, and most of those looking for decrease thought it would be small. Inventories about the same with finished goods tending higher. Not much visible trend in borrowing, up or down.

Food and beverages. Majority of these manufacturers look for increase in sales, with most of others figuring they'll be the same. Prices about the same or down slightly, both for materials sold and those they use. Employment about the same, with majority expecting higher wage rates. Eight in 10 thought earnings would be as high or higher (equally divided between the two). About 35% plan higher capital expenditures in 1955, with the same number looking for no change. One quarter figured they'd be down. No significant change in inventories expected, although a few thought raw material stocks may be increased somewhat. Tendency was to expect some decline in short and long term debt.

Iron and steel group, which includes fabricators as well as primary producers, look for a rise in sales (54%) or no change (29%); little or no change in product prices (more expect a drop than looked for a rise) or in prices of materials used. Employment as high (43%) or higher (37%) with little change in wage rates (83% thought they'd be the same, balance expected small rise). Earnings should be higher (54%) or about the same (21%). Higher capital expenditures planned by 34%, 25% see a drop, 26% no change, 15% no estimate. Not much change in inventories expected—slight drop if anything. Debt about the same or down.

Merchandising — Almost half the firms queried, look for a rise in sales, but most of them thought it would be relatively small. A substantial proportion felt it would be just about the same. Little change in prices, but possibly down slightly. Employment about the same, wage rates the same (65%) or higher (35%). Earnings unlikely to show much change either way. (Main exceptions: the food chains which expect rise of more than 10% for both sales and earnings.) More planned higher capital expenditures than called for decreases. Although half looked for an unchanged level of inventories, of the remainder more looked for an increase than expected a decrease. Not much change in long term debt, with short term borrowing tending lower.

Oil—This group included companies carrying on refining, marketing and production activities, some of them doing one, two or all three of these operations. Most (83%) looked for an increase in sales, the rest thought they'd be about the same, despite no change in prices (one suggested there might be a slight decline). Cost of materials they use thought unlikely to change much. Employment about the same, with wage rates higher (60%) or the same (40%). Most looked for better earnings. Half planned higher capital expenditures, with one third figuring on no change. No drop in inventories, more probably an increase. Tendency to lower long term debt, somewhat higher short term debt.

Public Utilities—All looked for increase in sales, with not much change in rates (exception: the gas distributing companies which plan shift from manufactured to natural gas, look for lower rates and lower prices for materials they buy). Just over half thought employment about the same, balance said it would be up. Seven out of 10 expected to pay higher wage rates. Six out of 10 saw better earnings ahead. More than half planned higher capital expenditures, and one quarter outlays as high as 1954. Probably some increase in both long and short term borrowing.

Pulp, paper and lumber—Firms were optimistic about domestic sales and more so about exports—the key market for most of them. On domestic sales the 86% expecting either no change or some improvement were equally divided, but 61% saw export sales ahead of 1954's good showing. Only 8% looked for a decline.

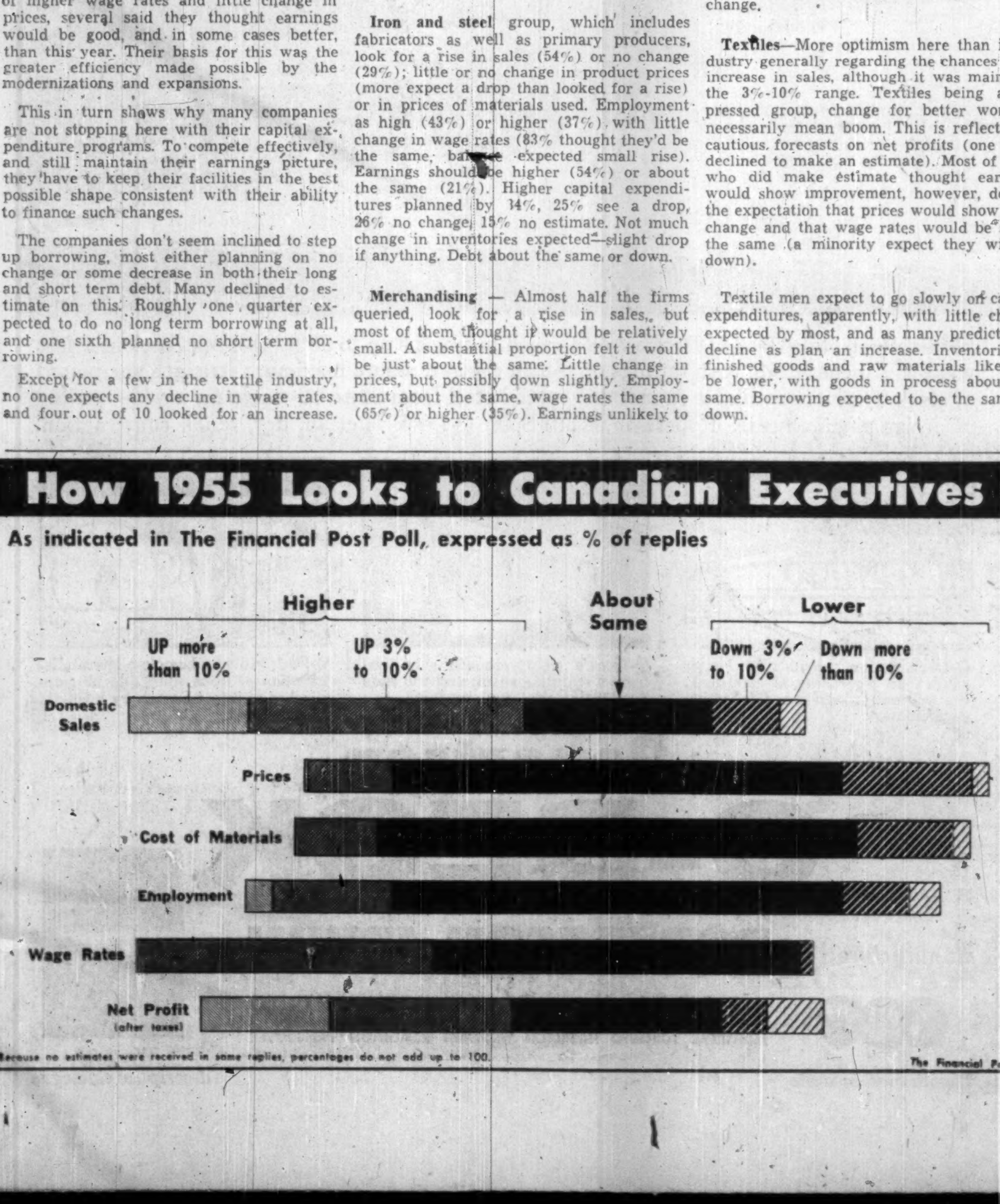
Most thought prices would be unchanged, both what they bought and what they sold. Employment as high, tending higher, with the majority expecting wage rate increases. More expected an increase in earnings than a decrease (36% vs. 14%) with 28% expecting no change and 22% making no estimate. Nearly half are planning increased capital outlays, with less than a quarter planning a reduction. Not much change in inventories discernible, other than tendency to step up raw materials stocks a bit. Both long and short term borrowing expected to show little change.

Textiles—More optimism here than in industry generally regarding the chances of an increase in sales, although it was mainly in the 3%-10% range. Textiles being a depressed group, change for better wouldn't necessarily mean boom. This is reflected in cautious forecasts on net profits (one third declined to make an estimate). Most of those who did make estimate thought earnings would show improvement, however, despite the expectation that prices would show little change and that wage rates would be about the same (a minority expect they will be down).

Textile men expect to go slowly on capital expenditures, apparently, with little change expected by most, and as many predicting a decline as plan an increase. Inventories of finished goods and raw materials likely to be lower, with goods in process about the same. Borrowing expected to be the same or down.

How 1955 Looks to Canadian Executives

As indicated in The Financial Post Poll, expressed as % of replies



Because no estimates were received in some replies, percentages do not add up to 100.

The Financial Post

In Exports:

In 1953, Canadian exports passed the $4 billions mark. They dropped in 1954. How will the coming year compare with the one just passed? Jobs and profits of many companies are at stake.

Here is a summary of executive replies to The Post question: Will export sales be higher, the same as, or lower than 1954?

Favorable export sales are expected by many Canadian manufacturers in 1955.

On exports, The Post queried only those firms which derive 10% or more of their sales from exports. A lot of those expecting increases were producers of pulp and paper and lumber, items which account for one third of all exports from this country.

The list looking for a rise also included fish exporters, and makers of such varied items as chemicals, paint brushes, aircraft, alcoholic beverages, food products, machinery.

Milling firms thought their exports would be the same or down a bit.

Textile firms which have an export business expected it would be the same or lower. Those pulp and paper firms which didn't predict an increase, said business would be about the same.

The over-all result: 25% think their export sales will be up more than 10%; 20% expect a 3%-10% rise; 25% no change; 5% down 3%-10%; 5% down more than 10%; 20% no estimate.

The replies did not include a large enough number of metal mining companies to give much indication of expectations in that industry (the trend has been better lately). The queries on farm expectations indicate a decline in sales by farmers is expected, but actual exports of farm products may be as good or better.

On Prairie Farms:

How will western farmers fare in 1955?

The Financial Post asked a special group of farm operators, heads of farm organizations, and other authorities for their views.

Here is a summary of replies:

Most of those who answered The Post's questionnaire looked for lower revenues from farm products next year, including wheat, other grains and livestock. This was due in part to expectations of lower prices. Most thought wheat prices wouldn't change or would drop. Almost as many thought prices of other grains would rise as thought they would drop (less than 20% thought they would be the same). Most thought livestock prices would be down, the majority estimating 3%-10%.

One grain man said he expected the current crop year's total farm deliveries of all grains would equal the previous year, but wheat income would be down because of the poor quality of the past year's crop. There is good wheat in storage in annexes and elevators still to be marketed, but it has already been sold, one farmer noted.

Most felt that expenditures by farmers on equipment and properties would be down by more than 10%.

On the other hand, one farmer pointed out that "if crops are good, farmers tend to be more optimistic and hence economic conditions (local business) seem more buoyant." Poor crops plus a general falling off of prices have made people much more cautious in their spending this year. A good crop next year might similarly change buying patterns next year.

Most felt that a year from now, inventories of most farm products — on the farms, in storage, etc. — would be lower, particularly wheat and other grains.

The Outlook by Areas

Here is a breakdown by areas of how businessmen appraise the outlook in some key phases of their operations:

	UP		About same	DOWN	
	More than 10%	3% - 10%		3% - 10%	More than 10%
DOMESTIC SALES:					
B. C.	17	33	22	17	11
Prairies	25	15	30	25	5
Ontario	21	41	23	7	6
Quebec	8	50	27	6	4
Atlantic prov.	20	60	20	..	..
PRODUCT PRICES:					
B. C.	..	17	77	..	..
Prairies	5	..	55	30	10
Ontario	..	11	59	23	2
Quebec	..	16	66	16	2
Atlantic prov.	..	7	93	..	..
MATERIALS' PRICES:					
B. C.	..	28	60	6	..
Prairies	..	5	60	30	5
Ontario	..	11	66	18	2
Quebec	..	8	81	8	2
Atlantic prov.	..	13	80	7	..
EMPLOYMENT:					
B. C.	6	17	66	..	11
Prairies	5	..	70	20	5
Ontario	7	21	59	9	2
Quebec	..	17	67	10	6
Atlantic prov.	..	27	60	13	..
WAGES RATES:					
B. C.	..	56	38	..	..
Prairies	..	40	55	..	..
Ontario	..	36	61	2	2
Quebec	..	48	46	4	..
Atlantic prov.	..	47	47	..	..
NET PROFIT AFTER TAXES:					
B. C.	22	28	28	16	..
Prairies	25	25	20	15	15
Ontario	23	23	29	7	13
Quebec	8	21	33	4	10
Atlantic prov.	20	33	40	..	..
CAPITAL EXPENDITURES:					
B. C.	22	28	16	6	28
Prairies	20	10	30	15	15
Ontario	25	4	30	9	30
Quebec	25	17	23	8	13
Atlantic prov.	26	7	33	7	20
INVENTORIES —					
Raw Materials:					
B. C.	..	31	57	6	6
Prairies	8	15	61	8	8
Ontario	8	10	67	6	8
Quebec	5	10	55	10	17
Atlantic prov.	10	..	70	10	10
Goods in process:					
B. C.	..	14	72	..	14
Prairies	..	13	61	13	13
Ontario	8	13	71	2	4
Quebec	5	10	68	5	10
Atlantic prov.	10	..	80	10	..
Finished Goods:					
B. C.	..	20	60	..	6
Prairies	6	6	59	17	6
Ontario	4	15	65	11	5
Quebec	4	9	62	7	9
Atlantic prov.	8	15	69	8	..

(Figures are percentages of those who replied. The five columns do not always add up to 100; the balance represents those who made no estimate.)

Make Your Own '55 Forecast

Here's Economic Canada Last Year And Today

Write In Your Own Forecast And Clip

	1953	1954 (est.)	1955 (Your Estimate)
Growth Indicators			
Gross National Product ($ billions)	24.35	23.8	......
Exports ($ millions)	4,117	3,778	......
Imports ($ millions)	4,383	4,004	......
Total Investment ($ millions)	5,679	5,838	......
Construction Contracts ($ millions)	2,017	2,086	......
Labor Force (thousands)	5,325	5,500	......
Electricity (million kwh)	65,489	68,374	......
Carloadings (million tons)	120	109	......
Basic Industries			
Steel (million tons)	4.1	3.2	......
Pig iron (million tons)	3.0	2.2	......
Coal (thousand tons)	15,896	14,500	......
Petroleum (bbl. per day)	219,000	268,000	......
Rubber, synthetic (million lb.)	180	188	......
Newsprint (thousand tons)	5,721	6,006	......
Lumber (billion bd. ft.)	7.1	6.7	......
Sea Fisheries (million lb.)	1,693	1,972	......
Iron Ore (thousand tons)	6,501	7,300	......
Metal Production			
Gold (thou. fine oz.)	4,061	4,150	......
Silver (thou. fine oz.)	30,145	32,500	......
Copper (thousand lb.)	503,224	455,000	......
Nickel (thousand lb.)	287,931	320,000	......
Lead (thousand lb.)	394,458	335,000	......
Zinc (thousand lb.)	797,647	910,000	......
Agriculture			
Field Crops ($ millions)	1,665	1,165	......
Wheat Exports (thousand bu.)	290,073	203,000	......
Wheat Flour Exports (thou. bbl.)	11,144	10,263	......
Income, Sales			
Farm Cash Income ($ millions)	2,675	2,322	......
Labor Income ($ millions)	11,653	11,800	......
Retail Sales ($ millions)	12,092	11,911	......
Consumer Durables (Domestic-made)			
Cars, Trucks (vehicles)	479,649	340,000	......
Electric Refrigerators (units)	267,328	252,600	......
Washing Machines (units)	253,748	209,000	......
Radios (units)	754,116	457,477	......
TV Sets (units)	429,635	513,800	......

Business-McGill Team Probes Canada's Economic Problems

MONTREAL (Staff)—A unique university-community research project, involving Montreal's top business executives, has been launched by McGill's School of Commerce.

Financed through a $25,000 grant-in-aid by Ford Foundation's Fund for Adult Education, the project will examine Canada's basic economic problems, with emphasis on "a broader community understanding of these problems and their possible solutions."

The scheme is designed to encourage younger executives to take an active interest in economic policies of general importance to their community and to assemble facts which will aid in the development of policies pertinent to Canada's economic progress. A certain byproduct of the new series of studies will be closer co-operation between Montreal businessmen and the University's Commerce faculty.

Similar research projects are now under way at several universities south of the border, but this is the first grant of its kind in Canada.

A newly expanded Advisory Council of the School of Commerce will consider which problems of importance to the general well-being of Canadian business are to be considered. They will then appoint young executives to a Business Executives Research Committee, to carry out research, aided by a Faculty Advisory Committee from the School of Commerce and Social Science Faculties.

Members of the Business Executives Research Committee will be young executives in semi-senior positions, expected to assume increasing future responsibilities. Work will be carried out through formation of a number of panels.

Reflecting the increased activities of McGill's School of Commerce, the following have been appointed to its Advisory Council:

Deane Nesbitt (Nesbitt, Thomson), H. G. Welsford (Dominion Engineering), John R. Church (Price Waterhouse), Gordon Ball (Bank of Montreal), J. B. White (Aluminum Company), Vernon Johnson (Canadian International Paper), E. C. Wood (Imperial Tobacco), Bartlett Morgan (Henry Morgan & Co.), W. A. Arbuckle (Cinzano etc.), Herbert H. Lank (Du Pont Company of Canada), Norman Davis (The Ogilvie Flour Mills), Jack Pembroke (The Royal Trust Co.), E. J. Cosford (Canadian Car & Foundry), H. Greville Smith (C.I.L.), Anson McKim (Merck & Co.), Russell Bell (Industrial Acceptance Corporation).

Original members of the Council are L. J. Belnap (Consolidated Paper), Samuel Bronfman (Distillers Corporation), Norman Dawes (Ice Manufacturing, etc.), Frederick Johnson (Bell Telephone Company), James Muir (Royal Bank of Canada), F. B. Walls (T. Eaton Company), with Dr. F. Cyril James, Principal & Vice-Chancellor, as chairman, and Professor Eric Kierans, Director of the School of Commerce, as secretary.

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DR. J. M. THOMSON

has been elected president, Ferranti Electric Ltd., Mount Dennis, Toronto.

New TSE Minimum Commission Rates Effective Jan. 3

New minimum commission rates of the Toronto Stock Exchange (The Financial Post, Dec. 4) will go into effect Jan. 3 as planned, the Exchange reports. The date had been tentative.

Calgary Stock Exchange is adopting similar minimum rates. The two Montreal exchanges are giving the matter consideration but apparently many members there would prefer to leave present rates alone, and there's not much pressure to raise them.

New schedule calls for a minimum commission on transactions involving $10-$49 of $2 per transaction, on trades involving $50 or more, $5. In each case, the new minimum is double the present.

Increases follow a study by the Exchange which indicated members weren't covering costs under the present minimum commission schedule.

YOUR INSURANCE PROTECTION

FIRE
AUTO
CASUALTY

By VINCENT EGAN

Next week, Canada's insurance industry will be adding up the final figures on 1954 operations. It's too early to know what the exact results will be, but indications are that the volume of business written by the industry leveled off during 1954. Reason for the halt in the uptrend, say insurance men, was the steadier tempo of business activity generally.

Automobile insurance underwriters say that 1954 was a better year than 1953—and they've backed up their statement with reductions in rates in many areas (The Post, Dec. 18). But they're still not certain, pending final results for the last few weeks of the year, usually a time of heavier accident tolls.

Experience of the fire underwriters in 1954, particularly in Western Canada, was probably the worst in several years. Among the biggest losses were the $2.5 million Winnipeg fire on June 8, and the three hurricanes that struck various sections of Eastern Canada in the fall. There will be no change in premium rates here as a result of the hurricanes, although U. S. insurance companies—which suffered much more severe financial losses—will increase their rates in the areas which were hardest hit.

Inland marine insurers are reported to have experienced a moderately successful year, while ocean marine experience was somewhat worse than in 1953.

* * *

It's Not The Heat, It's The Humanity

The millions of dollars that insurance companies paid out in 1954 were made up of thousands of claims, big and small, conventional and bizarre. Here are some of them:

—In last summer's heat wave, a Toronto businessman was trying to sleep one night when a fly buzzed overhead. He grabbed the towel he had been using to mop his brow, swung it at the fly, hit the light fixture on the ceiling instead, and brought it down on his head. His insurance company paid him $200 on his accident contract.

—A Halifax stationer found a new use for an old Christmas tree. He planned to use it to clean out the fireplace flue, but the tree stuck in the chimney. To dislodge it, he lit a fire. As he was on his hands and knees, peering up the flue to check on his handiwork, the accumulated gases exploded. A violent backfire caught him in the face. The bill came to $111, paid for by his accident policy.

—An Edmonton housewife collected $73 when her magic carpet lost its magic. As she was beating it vigorously, the carpet flew off the back porch, taking her with it to the ground.

—In Quebec, a milk delivery truck and a car collided. The six occupants of the car decided to adjust their dispute with the milkman by beating him up. One of them bit a piece out of his ear. The milkman, who had the foresight to carry accident insurance, collected $70.

* * *

Offer Scholarships For Driving Teachers

Safe-driving scholarships for Ontario high school teachers will be established at the University of Toronto as a result of a $5,000 donation by Allstate Insurance Co. to the Ontario Safety League. The teachers will be given special instruction in training school-age drivers.

The university's public safety division, under Col. W. A. Bryce, has offered such classes for teachers since 1947. Driving courses have been inaugurated in the high school system of St. Catharines and London.

Allstate will grant a 15% discount on insurance premiums to students completing the driver-training courses at their high schools, said Paul L. Gasbarino, company's Canadian manager.

* * *

Underwriters Revise Hydr. Specifications

Underwriters' Laboratories of Canada, a research and inspection body sponsored by the Dominion Board of Insurance Underwriters, has drawn up a proposed revision of its standard for hydrants for fire department service. Purpose of the proposed revision is to bring the Laboratories' listing requirements into harmony with the recently revised specifications of the American Water Works Association.

Copies of the proposed revision are available at Underwriters' Laboratories of Canada, P.O. Box 38, O'Connor Postal Station, Toronto 16.

$2.6 Billions Life Insurance Bought in '54

Canadians bought nearly $2.6 billions in new life insurance in 1954. This is approximately the same volume of life insurance purchased in 1953, said President A. Bruce Matthews of Canadian Life Insurance Officers Association.

At year end, 5.5 million Canadian policyholders held a record $23 billions in life insurance.

Life insurance companies paid out nearly $300 millions in benefits to policyholders during 1954, an increase of $25 millions over 1953. Death benefits alone were $10 millions higher at $115 millions.

"The rise in death benefits and in benefit payments generally is due primarily to the greatly increased amount of life insurance in force," said General Matthews.

At the beginning of 1954, an estimated 32% of total assets in Canada of life insurance companies were invested in mortgages on residential, commercial, farm and industrial properties. This percentage will be even higher at the close of 1954, said the president.

During 1954, life companies' investment in housing rose to $410 millions, an increase of more than $60 millions or 18% over the 1953 year end figure. The number of units financed also increased.

Interest Steady On Day Loans

Activity was relatively light on the day-to-day money market this week. Interest rate remained at ¾%, the level which prevailed throughout most of December.

Investment dealers reported that the chartered banks appeared to have good supplies of money available for day-to-day loans, although the supply situation was not heavy enough to force the interest rate below ¾%.

Latest Bank of Canada figures show $60 millions outstanding in the day-to-day loan market at Dec. 15, a drop of $35 millions on the week.

Average yield on the latest issue of Government of Canada 91-day treasury bills — considered to be an indicator of the trend of day-to-day interest rates — was 1.07%, down from 1.08% the previous week.

During December, three or four major investment houses were active traders of U. K. and U. S. treasury bills, as well as of Canadian treasuries. As a result of a temporary, seasonal spread, dealers found that by buying spot sterling and selling 90-day forward sterling they could increase the yield substantially on treasury bills.

Sir James Will Remain at Helm

No change is planned in the top post in Algoma Steel Corp., according to an announcement by Sir James Dunn, chairman and president.

Rumors that he might be succeeded shortly as president were denied by Sir James. "While I feel as fit as I do today I have no intention of quitting my jobs," he said.

When he does quit, he said, he will nominate David S. Holbrook, executive vice-president, to succeed him.

On the business outlook, Sir James pointed out that Algoma had completed its expansion program just when the war and postwar boom in world steel business slowed up a bit.

"We faced this too, and I am happy to say the slow-up seems pretty well over. Business is coming back rapidly; our new mills are justified."

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Westinghouse
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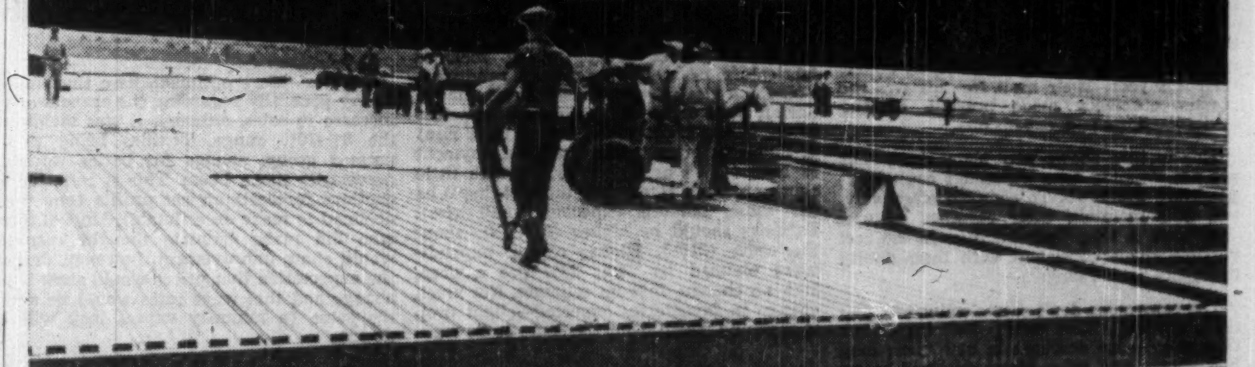
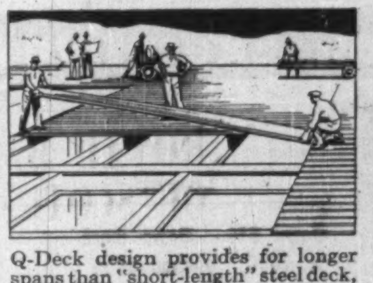
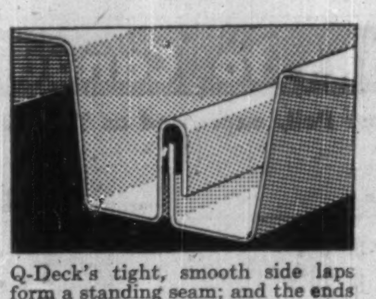


*Multi-Span Robertson Q-Deck is roll-formed in lengths up to 30 ft. Q-Deck Sections 2 feet wide, 1½ inches deep, with flutings on 6-inch centres, assure maximum strength per pound of steel. They are available in metallic coated steel from 22 to 12 gauge for a wide variety of design requirements. Robertson Multi-Span Q-Deck is clean, dry, quick construction.



Q-Deck design provides for longer spans than "short-length" steel deck, due to increased stress and deflection coefficients.



Q-Deck's tight, smooth side laps form a standing seam; and the ends produce a tight 2-inch lap joint.

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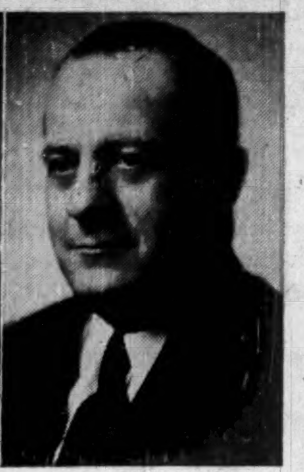

PAUL BIENVENU

Election of Messrs. J. M. McGILLIS and PAUL BIENVENU to the Board of Directors of Molson's Brewery Limited, is announced.

Mr. McGillis has been with Molson's since 1941 and is Treasurer and Comptroller of the Company. He is also president and a director of Brinton-Peterboro Carpet Co. Ltd., and a director of B. J. Coghlin Co. Limited.

Mr. Bienvenu is president and managing director of Catelli Food Products Limited, vice-president and director of Bovril of Canada Limited. He is also a director of Ogilvie Flour Mills Limited, Consolidated Bakeries of Canada Limited, and Canadian Petrofina Limited.

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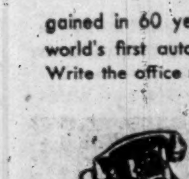

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What Business Executives See Ahead

(Continued from page 14)

gaining public acceptance; while the improved programs and new broadcasting stations throughout Canada are creating an unprecedented demand for television.

Consumer income for 1954 will exceed the 1953 figure and we do not expect that there will be any appreciable reduction in this income during 1955. We also expect consumer spending to continue at high levels because of the stimulation provided by extensive sales promotion activities and by the development of new consumer products.

Other factors favorable to the general economic outlook for 1955 are the continued high rate of capital investment in Canada, better prospects for wheat exports and a continuing program of substantial immigration.

Forecasts of home building for 1955 are quite optimistic and it is considered quite possible that 1955 completions will exceed those of 1954 which was the biggest year in Canada's history. Such new housing has a direct effect on the demand for household appliances.

Export remains the big problem facing Canadian manufacturers—particularly in secondary industries. Although almost all Canadian industries are concentrating on cost reduction, Canadian manufactured products are relatively high priced in foreign markets primarily as a result of the premium at which our dollar now stands compared to devalued currency in the majority of countries outside the dollar area. Although the export situation has shown some slight improvement in 1954, we cannot see any possibility of this problem diminishing greatly in the year to come.

In the appliance and television industries, competition will remain keen but due to cost factors, prices should show greater stability than was evident during most of 1954.

* * *

C. J. Morrow

President, National Sea Products Ltd.

I expect the fresh and frozen fish business to be equally as good and probably better in 1955 than it was in 1954. The marketing of fish on this continent has made some rapid advances during the past few years and with the introduction of "fish sticks" and other forms of cooked fish in the frozen state fish products are being used in homes that very seldom, if ever, ate fish before. Sales and employment in the fishing industry should show some improvement over the past year.

* * *

H. E. Moquette

President, Mercantile Bank of Canada.

Living and working in Asia, I have witnessed several nations pursuing economic progress the wrong way: by neglecting industries in which they were historically strong and fostering industries in which they have no competitive advantage.

My principal reason for confidence in Canada's economy during 1955 and subsequent years is that this nation's progress is based on solid foundations. Canada is encouraging industries for which this country is particularly suited, assuming (in my view, rightly) that they are the basis for our high standard of living, and will give rise to manifold other economic activities.

We should not be too concerned if, in the course of Canada's progress, certain sections of the economy appear to fall behind. It is only natural that some industries should advance more than others. On the whole, Canada enters 1955 with a body economic which is both healthy and vigorous.

* * *

A. M. MacKay

President, Maritime Telegraph & Telephone Co.

The leveling off in business and industrial conditions that has been apparent in Nova Scotia and in most provinces of Canada in 1954 following the protracted inflationary tendencies of the previous decade has now, I think, about run its course, and I believe we can look forward to a gradual upward trend.

Notwithstanding the havoc and loss occasioned the extensive apple industry by Hurricane "Edna," and the difficult situation of the coal industry in Nova Scotia, I believe the general outlook is one of optimism, and the belief that in most lines of endeavor a satisfactory year lies ahead.

I subscribe to this view due to my belief that the present momentum of business will not only carry on but will increase during the coming year, as a relatively high level of construction seems assured and the picture is bright for some of our most important industries, all of which would seem to suggest a high level of employment and an equally high level of spending, which means a properly balanced economy.

In the field of telephone communication we are looking forward with confidence to the New Year and a continuance of our aggressive and extensive program of improvements and betterments, in order that we may continue to provide the best possible service at the lowest possible cost to the people of this province whom it is our privilege and obligation to serve.

* * *

K. L. Markon

President, Monarch Knitting Co.

The year 1954 was one of the most disappointing years in the history of the Canadian textile industry. A number of manufacturers decided to liquidate their businesses and others were forced into bankruptcy. The majority of those who continued to fight for their existence have had to curtail operations and are losing money.

Unrestricted imports, in many instances, have taken up to 50% of the Canadian market. In an attempt to retain a share of it, Canadian textile manufacturers had to reduce prices below profitable levels.

The introduction of long-wearing synthetics doubtless had some bearing on the over-all contraction of customer demand for Canadian knitted products.

For the time being, there is, I believe, no reason to expect that 1955 will be better than 1954. In most sections of the Canadian textile industry it would be necessary to cut back to approximately half capacity in order to create a balance between Canadian output and the net consumption of textile goods in Canada, after first deducting the large flow of imports presently reaching our market. This is a costly and lengthy process.

The other alternative is to follow the example set by Australia some time ago; namely, to suspend all imports of textile goods for a period of one or two years. However, such a drastic measure is, of course, not in line with governmental policy.

* * *

W. A. Mather

President, Canadian Pacific Railway Co.

A year in which competitive factors already evident in 1953 have become increasingly manifest, necessitating the most careful scrutiny of labor and other production costs in all segments of the national economy, emerges as the most significant feature of the Canadian business and industrial scene in 1954.

A fairly well-sustained inflow of investment capital from the United States and abroad has served to offset in part the immediate difficulties that would otherwise have been experienced by reason of Canada's adverse trade balance with the United States, the United Kingdom and other countries.

The present high level of domestic savings, relaxation by the United Kingdom of restrictions on the use of sterling for investment abroad, and the continuing interest of American investors in Canadian resource development, hold promise that capital investment will remain a significant feature of the Canadian economy in 1955.

Adverse conditions affecting agriculture have had a marked influence upon Canada's level of economic activity during the past 12 months. If present prospects for an improved market in the United Kingdom and Western Europe for wheat are realized in 1955, the entire national economy will benefit.

The gradual relaxation of trade restrictions being sought at the Geneva Trade Conference holds promise, given relatively stable wage and price levels, of some improvement in exports in 1955.

* * *

J. K. Macdonald

President, Confederation Life Association.

This past year, 1954, has been a year of readjustment with over-all production in Canada showing a moderate decline from the peak year of 1953.

Perhaps the most important event of the year was the extremely poor wheat crop in Western Canada—about half of the 1953 crop. Farm income in 1954 has been considerably less than in recent years, and there has been a substantial decline in Saskatchewan. While it is impossible to forecast the 1955 wheat crop at this time, the chances are that it should be considerably better in 1954.

While our farming industry and other industries such as textiles have had a poor year, many other industries have been prosperous. The construction industry has been operating at new peaks with building costs more or less stabilized. Oil production in Alberta has been reaching new high levels, and it is estimated that in 1954 Canada will have produced almost half of her oil requirements. The prospects for developing a market for our natural gas are encouraging.

To combat the recession which had begun late in 1953, our monetary authorities adopted a policy of easier money, and consequently, interest rates have declined quite sharply in 1954. It would seem that business activity has been leveling off for some months, and the prospects for 1955 are for a somewhat higher level.

Sales of life insurance in Canada were up approximately 1% above 1953. Sales of ordinary insurance increased by 9% but sales of group life insurance were lower by almost 25%.

* * *

G. H. McVean

Vice-president, American Can Co.

A continuation of Canada's present high level of business activity with a corresponding volume of sale for both metal and fibre containers is to be expected.

Business in our industry during 1954 has been comparable to that enjoyed in 1953 and we anticipate a continuation of this trend for the next 12 months.

During 1954 fruit and vegetable packs in Canada were of fairly substantial volume in spite of poor growing conditions in some major areas. The reasonable carry-overs that seemed to be indicated for the year's end lead us to believe that large packs will be made in 1955, providing that good crops are obtained.

The salmon industry experienced a 40-year record sockeye pack, but only 50% of a normal pink pack, giving a better than average total pack for the year. With increased domestic consumption and a generally expanded export market, the future of this important industry looks most promising.

During the past year the demand for cans from the oil, paint and wax industries has continued at high levels. Prospects for these industries in 1955 appear to be excellent.

Higher production costs will undoubtedly be experienced in 1955 and technological advances to offset these increased operating costs will certainly be required.

* * *

T. G. McCormack

Executive vice-president, Dominion Stores Ltd.

As the year 1954 draws to a close, it is abundantly clear that new records of volume of business transacted and earnings will have again been achieved by most progressive food retailers.

The general economic conditions under which we will have to operate during 1955 appear favorable for another successful year in so far as the retail food industry is concerned; in other words, we look for continued growth and development of the Canadian economy. A growing population, which in turn means a growing labor force, indicates a continuation of high disposable income and there is every expectation that consumer food purchasing will remain at a reasonably high level.

The current extensive expansion plans of progressive retail food chains, involving an average

(Continued on page 18)

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The 1954 success story of 193 businessmen

You may know one of the 193 businessmen we're referring to.

You'll find them hard at work in communities right across Canada . . . all doing the same important job . . . and all pretty proud of their business accomplishments in 1954.

They're the men who manage the 193 branches of The Dominion Bank. As a businessman, you will be interested in some highlights of their 1954 success story, told in The Dominion Bank's Annual Report.

* * *

Each of these managers credits the Bank's success to *service*—the only "product" they deal in. And they can point to some important facts and figures, to show how highly their services are appreciated by Canadian business firms and individuals.

The number of Dominion Bank depositors increased to 480,000 in 1954 . . . and the value of their deposits rose by $31 millions to a new high of $509 millions. Nearly 50,000 individual business and personal loans, amounting to $271 millions, were outstanding as of October 31.

These impressive figures are reflected in an increase of $31 millions in the Bank's total assets to an all-time record of $538 millions—and in peak profits.

During 1954, The Dominion Bank opened 10 new branches . . . increased its personnel to 2,832 employees . . . added $504,000 to its investment in bank premises, bringing the total to $8,620,000.

* * *

These representative highlights from the 1954 Annual Report of The Dominion Bank show why our 193 managers call it a *successful* year.

THE DOMINION BANK
OVER 80 YEARS OF SERVICE TO THE CANADIAN PEOPLE

How the Business Planners Are Planning

(Continued from page 17)

investment of $750,000 per unit, bespeak the confidence with which leaders in the industry view the future from a sales standpoint. Conversely, however, the ratio of net profit—the lowest profit known to retailing, or, for that matter, the lowest profit of any industry—may prove difficult, if not impossible, to maintain at present ratio levels, despite potentially greater sales volume both in tons and in dollars. A number of factors account for this prediction, chief among which are rising labor costs, larger depreciation costs due to greater investment in retail units, higher taxes because of increases in assessments, and continued rising costs of all other operating expenses, including freight and transportation costs.

* * *

W. J. McGregor

President, Canada and Dominion Sugar Co.

The closing year was the first one in operation of the post-war International Sugar Agreement limiting world production. Having gone successfully through this difficult period of adjustment it is expected that 1955 will bring world sugar demand and supply still closer in balance, with all producers benefiting thereby.

In Ontario there has never been a surplus of home-grown sugar, such as we have had in some other farm products which have been forced to fall back upon government support.

Sugar beet returns to Ontario farmers are closely tied to world sugar prices so our farmers will surely be tempted by higher sugar prices and grow 40,000 acres or more of sugar beets in 1955. This would double total beet payments to farmers and have equally splendid effects upon field and factory employment in the spring and especially the coming fall and winter when many other district plants are usually idle.

Our Chatham and Wallaceburg factories, largest in Canada, can process beets from 40 to 45,000 acres, operations which have profound benefits and quicken the whole business life of Southern Ontario.

* * *

A. D. Nesbitt

President, Nesbitt, Thomson & Co.

While there will undoubtedly be some problem areas, and adjustments will continue to take place in certain fields, the general indications point to a higher level of over-all business activity and more employment in 1955 than was experienced in 1954.

Adjustments in business inventories during the last year have left most enterprises in healthier operating positions. Personal incomes, which remained high during the last year, should continue to rise and support a high level of domestic consumer demand. With some recovery of business in the United States and with the steadily improving economies of European and other countries, the outlook for Canadian exports is improved.

Interest rates, it is expected, will remain fairly steady with a possible continuation of the trend toward easier money. With public and private capital expenditures expected to remain at high levels, a considerable amount of new financing, and possibly some refunding operations, can be anticipated during the coming year.

* * *

Ira G. Needles

President, B. F. Goodrich Rubber Co.

Business prospects in Canada for 1955 are optimistic. The new year may well exceed the record levels of economic prosperity reached in 1953. Soft spots in our economy may appear, but I am confident that general conditions of prosperity will bolster these isolated areas. One factor is the Government's responsibility to study carefully the high levels of taxation in Canada. The policy of classing automobiles and tires as luxury items is severely dated and should be promptly rescinded. Excessive corporate income taxes limit reinvestment opportunities and are an unfavorable factor in meeting export prices.

The rubber industry particularly looks to 1955 as a banner year. Tubeless tires have been accepted as the standard tire and the unprecedented demand has kept my own company on a 24-hour-a-day, six-day-a-week, production basis for the past few months. This high level of employment is expected to continue with the anticipated rise of automobile usage and new car sale forecasts. Dramatic scientific developments such as the B. F. Goodrich reproduction of the true molecule of tree-grown rubber will continue to advance the prosperity of the rubber industry. Plastics and particularly polyvinyl material have made tremendous forward strides in 1954 and will conquer new horizons of application in many fields during 1955.

* * *

F. W. Nicks

General manager, Bank of Nova Scotia.

There has been some improvement in the business outlook during the past few months. Two developments are mainly responsible. The first is the evidence of a firming of business activity in the United States which, if it continues into next spring, will be of real significance to Canadian business. The second, and not less important development, is the fact that export markets for some of Canada's great staple products have recently been better. The overseas demand for wheat has picked up to some extent and markets for pulp and paper and most base metals have been stronger.

These developments improve the prospects for 1955 which may be a slightly better year than 1954. However, it is altogether probable that many of the problems which characterized 1954 will continue in 1955. The demand for industrial, agricultural and transport equipment is unlikely to increase and may decline in some directions. The market for automobiles, household appliances, and many other products will undoubtedly remain highly competitive, and the textile industries will continue to face serious problems. It is to be hoped that the decline in cash farm income will be stopped next year, but the reduction that has already occurred and the poor grain crops of this year have had a considerable effect on farm spending.

To sum up, business volume and employment should be maintained in 1955 and may indeed show some gain over 1954. At the same time the economic climate will remain highly competitive and some industries will be faced with continuing problems of readjustment.

* * *

J. E. Reynolds

President, Remington Rand Ltd.

In 1955, Canada will again face the task of offsetting an adverse balance between exports and imports. In the immediate past, we have been fortunate in attracting sufficient foreign capital to outweigh any unfavorable trade balance. The numerous projects for the development of our national resources promise a further influx of capital which will continue to correct our unfavorable trade balances and should maintain business at current levels.

The coming year will see increased competition, higher costs and correspondingly lower profits.

New and improved products will be introduced in the office appliance field and, it is expected, they will increase over-all sales volume. The practical application of electronics is producing improved methods and new equipment that give the user material savings in operating costs. On the whole, alert management can look forward to 1955 as another satisfactory year, with no great change in net results.

* * *

F. G. Rutley

President and general manager, Foundation Co. of Canada.

The broad picture for Canada for 1955 points to a small increase in construction volume and a consequent increase in employment. The improvement in the availability of materials and the technical improvement in materials and methods have stabilized construction costs even though labor costs have continued to rise.

So far as the general contractor is concerned, his profits in this booming market are tending to decrease. In Canada today the general contractor capacity available exceeds the volume of construction to be carried out. Many of the largest construction companies in the United States and Great Britain have come to Canada with the hope of securing a part of the St. Lawrence Seaway. The result has been a gain for the prospective owner and a decreased profit to those forming a large part of the construction industry.

All in all, Canada may expect another big construction year in 1955.

* * *

W. W. Robinson

President and Managing Director, Robinson Cotton Mills.

Although indications are that there will be less competition in the cotton textile industry from imports, internal competition will be very vigorous and keen. There should be an increase in employment throughout the industry. Slightly better profit results should be realized providing that current wage scales are maintained.

Much will depend upon the buying power of the consumer which can be drastically reduced by such factors as strikes, too low a return for farm products, any increase in unemployment or a general increase in the Canadian cost of living. Hard work and a realistic approach is, in my opinion, essential to the improvement of conditions in our industry.

* * *

H. H. Rogge

President, Canadian Westinghouse Co.

Last year at this time it was very apparent that the steady rate of growth we had been experiencing since 1946 was beginning to level off and, in some sectors, decline. The transition to a buyer's market in the domestic field had already occurred with consumers rapidly becoming price conscious and extremely selective in their purchases. In addition, manufacturers and retailers alike were plagued with high and, in some cases, obsolete inventories.

During 1954, which may be termed a year of stabilization, some of these adverse conditions were corrected. True, in the process, we did not maintain the high levels of 1953, but we did not experience the sharp recession predicted by some. Instead, the economy leveled off on a high plateau, but it is important to realize that this leveling was mainly the result of continued high consumer expenditures in the face of growing unemployment and some uncertainty as to the future.

While 1955 may not be impressive in so far as setting new records is concerned, the year should show some increase over current levels. This does not mean, however, that we will be without our problem areas. Foremost of these will be the advanced manufacturing industries of this country whose prices are being undermined by foreign competitors.

Contrary to general opinion, this price differential is not the result of an excessive increase in costs relative to those of foreign producers whose goods are competing so successfully against Canadian produced goods both in the domestic market and abroad. The answer is mainly in the depreciation of the currency of these countries, particularly the United Kingdom pound, which has made their goods cheaper in terms of the appreciated Canadian dollar. It is a condition over which our own manufacturing industries have absolutely no control. In fact, as a result of this condition, our industries are, if anything, now operating more efficiently than their foreign counterparts in an attempt to survive an unfortunate situation which has placed them in an extremely precarious position.

This, then, will be one of the major problems facing Canadian manufacturers as we enter 1955. During the year they must continue on an all-out basis with their programs of cost reduction and product improvement. Retailers, on the other hand, must be prepared, more than ever before, to promote their products, to service their products and, above all, to "sell" their products.

* * *

W. Harold Rea

President, Canadian Oil Companies.

General business and employment in 1955 will likely be better than in the year now closing.

Canada is in an era of rapid growth and expansion which is likely to continue for some time. The great strides being made in developing our natural resources, the seaway project, and new housing for our growing population will continue to have a beneficial impact on employment and business. A greater consumer market is being created by our expanding population.

Dealing specifically with our petroleum industry we should see new records established during 1955 in the consumption of petroleum products—possibly an increase of from 5%-10%.

Considering all factors of our economy, to me the business picture for 1955 looks favorable.

E. C. Row

President and general manager, Chrysler Corp. of Canada.

For Canadian business and industry, the year ahead should see a continuance of the trend toward normalcy which began to develop in 1953.

Canada continues to grow and to prosper. Production, employment and purchasing power all remain at very high levels. International tensions which have prevailed since the end of World War II have eased somewhat. There is excellent reason, then, to expect industry and business

(Continued on page 19)

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BUSY developing its natural resources—
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BUSY expanding transportation facilities—
—building the Canso Causeway to link the industrial north with the mainland.
—completing the Angus L. Macdonald Bridge.
—designing a new air terminal for the growing Port of Halifax.

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—to assist industrialists on problems of sites, manufacturing and marketing.

BUSY building new community services—
—schools, hospitals and recreational centres for a rapidly increasing population.

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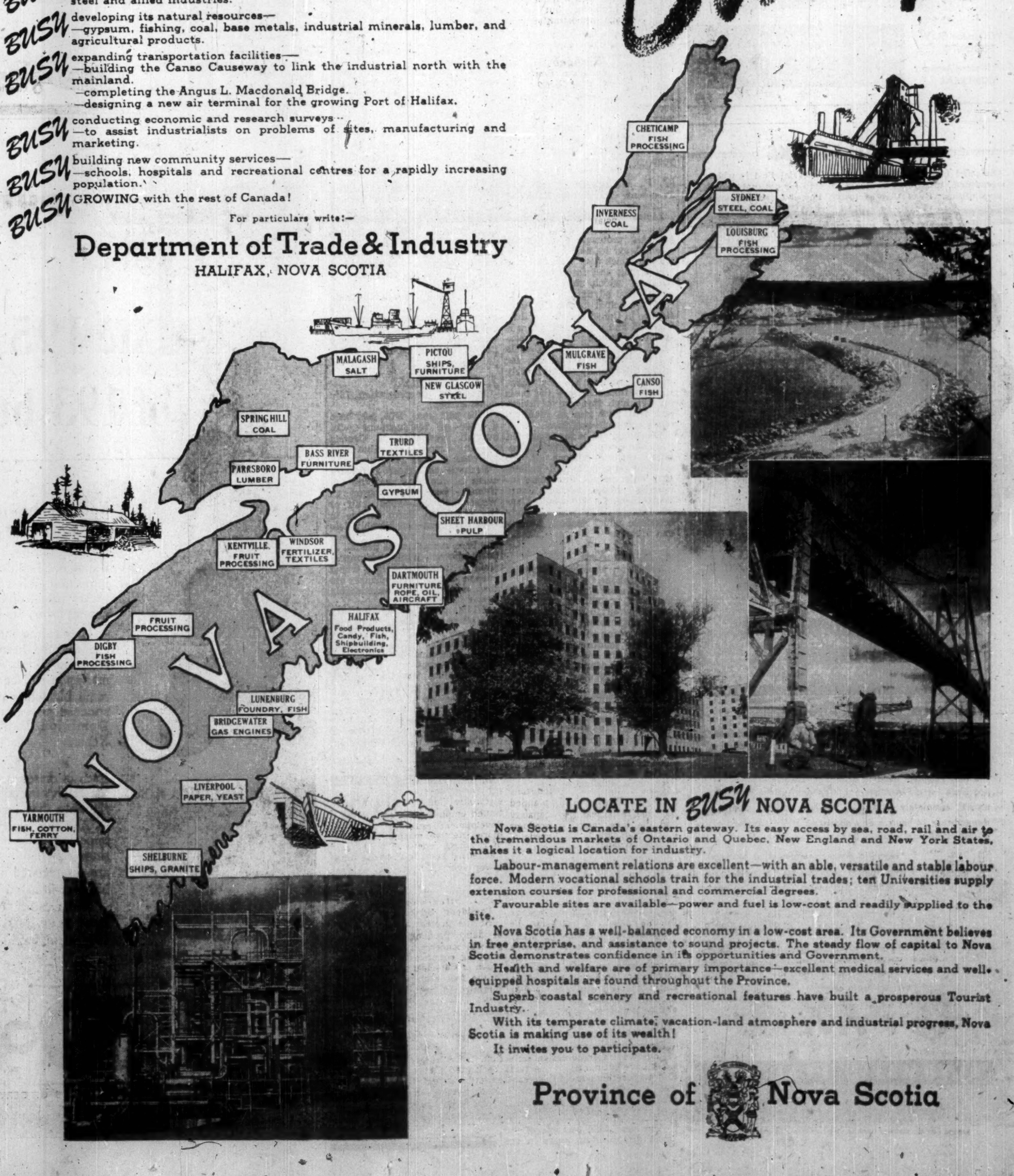
Department of Trade & Industry
HALIFAX, NOVA SCOTIA



LOCATE IN BUSY NOVA SCOTIA

Nova Scotia is Canada's eastern gateway. Its easy access by sea, road, rail and air to the tremendous markets of Ontario and Quebec, New England and New York States, makes it a logical location for industry.

Labour-management relations are excellent—with an able, versatile and stable labour force. Modern vocational schools train for the industrial trades; ten Universities supply extension courses for professional and commercial degrees.

Favourable sites are available—power and fuel is low-cost and readily supplied to the site.

Nova Scotia has a well-balanced economy in a low-cost area. Its Government believes in free enterprise, and assistance to sound projects. The steady flow of capital to Nova Scotia demonstrates confidence in its opportunities and Government.

Health and welfare are of primary importance—excellent medical services and well-equipped hospitals are found throughout the Province.

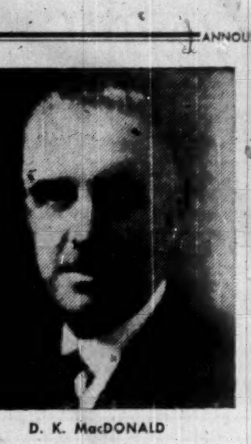
Superb coastal scenery and recreational features have built a prosperous Tourist Industry.

With its temperate climate, vacation-land atmosphere and industrial progress, Nova Scotia is making use of its wealth!

It invites you to participate.

Province of Nova Scotia

ANNOUNCEMENT



D. K. MacDONALD

E. A. W. PATERSON

Announcement has been made that D. K. MacDonald, Manager for Canada of The London Assurance Group of Insurance Companies, will retire at the end of February after thirty years service with the Group and forty-seven years in the Insurance Business.

E. A. W. Paterson, at present Assistant Manager, will succeed as Manager for Canada of The London Assurance, Guildhall Insurance Company Limited, British Law Insurance Company Limited and as President of The Citadel Insurance Company of Canada Limited.

1st Quarter Dip In Seagrams Net

MONTREAL (Staff)—Distillers Corp.-Seagrams Ltd. net profit for the three months ended Oct. 31 totaled $9,655,131, down 19.6% from $11,995,003 a year earlier. It was equal to $1.10 per share vs. $1.37.

Profit after all operating charges showed a sharper decline at $19,555,131, being off 23.3% from $25,495,003 in the same period of 1953. Income taxes fell to $9,900,000 from $13,500,000.

Seagrams' net for the fiscal year ended July 31, 1954, totaled $35,840,162 or $4.09 per share.

HULL, QUE., School Board has sold $800,000 3%-4% bonds due 1955-74 to group headed by Dominion Securities Corp. at 97.16 Net cost 4.2%. Provincial grant of $525,000, net funded debt June 30, 1954 $1,641,000, population 45,229.

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How Canadian Executives See Future

(Continued from page 18)

to thrive and to provide jobs — and the purchasing power that goes with those jobs — in good abundance.

Our industry — the manufacture of automobiles and trucks—has served in the past as an accurate barometer for economic conditions. In 1955 Chrysler of Canada confidently expects to establish new records in employment and production. Competition will continue to be intense and more than at any time since 1939, success will depend upon the twin factors of good value and salesmanship.

This country has not yet begun to approach its full potential of automobile use. It continues to offer an ever-expanding market for our products and for those of Canadian industry generally.

• • •

T. F. Rahilly

President, Canada Iron Foundries.

The strength factors in our over-all economy are important enough to hold business at current levels, or a little better, but not so forceful as to push it on to fast growth. Our rapid population growth is expanding our domestic market. Our development of resources continues. Capital and repair construction continues at near-record activity. Housing construction continues at a very high level. Business conditions in the U. S. are picking up and should be reflected in our 1955 exports. Our "tooled-up" state of development in Canada is such that business is prepared for almost immediate response to any strengthening of demand.

Acting as a brake on these upward pressures are several basic weaknesses. Foreign competition is intense in some industries, both at home and abroad, and cannot be expected to lessen in 1955. There has been a growth in the ratio of unemployed to total labor force, creating regional problems. We are experiencing a continued downward trend of farm income, where 11% of our national income is earned.

On balance, 1955 will have its share of problems, but better than average opportunities for business.

• • •

Charles C. Rathgeb

President, Canadian Comstock

The construction boom has continued throughout 1954 and looking ahead to the new year prospects are still promising.

Canadian manufacturing facilities have continued to keep pace with the over-all economic expansion. Undoubtedly some soft spots have appeared in certain industries but generally the outlook for 1955 is one of continued prosperity.

In the coming year many federal, provincial and municipal projects will be beneficial in keeping the Canadian economy at a high level. The major project, the St. Lawrence Seaway, will provide a large volume of construction and general business.

We feel that 1955 will be a year of little wage or price change; that electrical and mechanical building trades will continue at a relatively high level.

Our branches from Halifax to Vancouver are anticipating a good year. We also feel that a large volume of new business, which will be started in the coming year, will bring added prosperity to the nation.

• • •

K. B. Roberton

Vice-President and Managing Director, Dominion Oilcloth & Linoleum Co.

The past year was satisfactory for this industry, sales being slightly higher than in 1953. The coming year should be another as building prospects look favorable compared with 1954's top level.

Exports are still low with practically no business in the sterling area, but these restrictions may be relaxed enabling the industry to renew trade with Australia and New Zealand. Imports however, are running at a very high level.

Average prices throughout the year showed a minor decrease and raw materials, with the important exception of linseed oil, were plentiful and generally reasonable in price.

A work stoppage at two companies marred this industry's record for steady employment and, as this is written, these two plants are still idle.

Besides the plant extensions made in 1954, more are planned for 1955 to increase the capacity and the long range of products of the industry for the needs of an ever-expanding Canada.

• • •

E. V. Rippingille

President, General Motors Diesel Ltd.

The forward economic outlook in total must, of necessity, be comprised of the sum of many indices of which the locomotive business is only one. Our business is promising because of the ever increasing necessity to reduce costs to meet competition. Our products are sold solely on their ability to improve operating conditions and to earn a very substantial return on investment.

Recent statements by the heads of the two major Canadian railways have substantiated the fact that such returns are being realized and that dieselization programs will probably be accelerated over the next few years. The same outlook is true with respect to our line of diesel engines for use in marine and industrial applications.

The need for capital investment in modern cost-reducing equipment is becoming more and more apparent. Sales in 1954 have surpassed those of 1953 and the results cannot help but be reflected in the consumer goods market for years to come.

• • •

L. E. Ryan

Executive Vice-president, Monsanto Canada Ltd.

All the signs seem to point toward general business activity being maintained at, or slightly increased over, present levels during 1955. There are, however, certain signs of increasing competition and depressing influences on price levels caused by competitive conditions in the United States.

Our comparatively low tariffs on chemicals and plastics leave us subject to inroads being made on our Canadian markets by our American competitors. It is unfortunate, but it would appear that our government's policy of maintaining low tariff structures benefit the only country with whom we have an adverse trade balance.

The continued strength of our dollar makes export sales more difficult and less profitable and aggravates the situation caused by our comparatively low tariff policies.

• • •

Gerald G. Ryan

President, L. G. Beaubien & Co.

While gross national product in 1954 will show a decrease of some $500 millions from the 1953 figure, thereby indicating a 2% reduction in economic activity, it may well happen that this will be made up in 1955, which would correspond more closely to last year's business figures.

The agricultural field is the only one where a further reduction is indicated. Outside of a few industries whose output is entirely absorbed in Canada, only a few other industrial and commercial undertakings in the Prairie Provinces may suffer from this unfortunate state of affairs. All other indices and forecasts indicate an increased activity in other industrial branches and in the mining field, which should do more than compensate the decrease in agricultural income.

The high level of both private and public capital spending—the St. Lawrence Seaway and its hydro-electric development, construction of at least one gas pipeline and the building of dwellings, schools and highways—will be a contributing factor.

The outlook for the export market is definitely better than it was a year ago. Business has already improved in the U. S. A. This trend is usually followed in Canada with a lag of a few months. Better still, European economic recovery and that of other countries having suffered from war will increase the demand for Canadian products. A definite improvement in the monetary reserve position of those countries, bringing with it a gradual freedom of exchange regulations, favors Canadian exports, which have been so far handicapped by the lack of dollars in the importing countries.

A great deal will depend on the outcome of the Geneva GATT conference and, more especially, on the manner in which the leading countries implement the agreements arrived at. In this respect, it would seem that as a result of the American elections we may expect a somewhat freer trade policy.

• • •

G. H. Sheppard

President, International Business Machines Co.

As we enter 1955, we are conscious of the effects of the slackened rate of expansion and certain contraction of activity experienced during the past few months which made the 1954 volume of business generally satisfactory, though not as great in some lines as might be desired.

The outlook for the immediate future is most encouraging and with a few notable and well-known exceptions where adjustments are being made Canadian business can expect a continued high level of activity.

The need for cost reduction based on increased efficiency continues to warrant close attention if producers are to adequately meet competition at home and abroad.

In the office equipment industry, new developments in the electronic field will mean continued emphasis on research and development resulting in new and more effective machines capable of reducing repetitive but essential record keeping and providing lower over-all operating costs.

• • •

E. G. Silverwood

President, Silverwood Dairies

At the present time surpluses of dairy products are creating general concern in all the leading dairying countries of the world. Much of Canada's problem is due to the fact that per capita consumption of butter has declined 27% since the introduction of margarine.

On a per capita basis our present butter stocks (114 million lb. on November 1) are more than twice as great as those in the United States. This situation exists because of the price differential between butter and margarine which must be reduced if a permanent solution of the problem is to be found. The present floor price policy of the Dominion Government holding the price of butter artificially at about twice the level of the substitute product makes competition on a price basis impossible as has been recently emphasized by Grant Carlyle, President of the National Dairy Council of Canada.

The distribution of fluid milk is a very important department of Silverwood Dairies Ltd. In spite of the fact that wages, fringe benefit and other costs continue to increase, the fluid milk industry has been able to absorb these increases through efficiency, economy and increased volume. We anticipate a satisfactory growth in this department of our business in the coming year.

The weatherman was not particularly helpful to our ice cream department in 1954 but we are hoping for some seasonable weather in 1955 to enable us to establish new record sales of ice cream.

• • •

Gordon S. Shipp

President, National House Builders' Association.

I believe that business activity will be maintained on its present level, at least for the first six months of 1955. An increase in the working force and higher employment are anticipated.

Indications are that there will be a steady volume of residential construction and strong demand for building materials throughout the year. Over 60,000 uncompleted dwelling units are likely to be carried forward into 1955. This is a slightly higher figure than for 1954. Total production for the year should exceed 100,000 units.

I can see little or no change in either the number or prices of homes built for sale. In the apartment field, as far as Toronto is concerned, the trend toward central locations compensates for the slackening demand for cheaper sites in outlying areas.

• • •

H. Greville Smith

President, Canadian Industries (1954) Ltd.

The chemical industry in Canada looks to a moderate gain in production and sales in 1955. Demand for chemical products should benefit from improvement in general business conditions and manufacture of chemicals not previously made in Canada will continue to provide the industry with new markets.

Prospects for further development of natural resources favor markets for inorganic chemicals. Diversification has been undertaken during recent years in production of organic chemicals, but capital expansion plans announced for 1955 will provide increased facilities for the manu-

(Continued on page 21)

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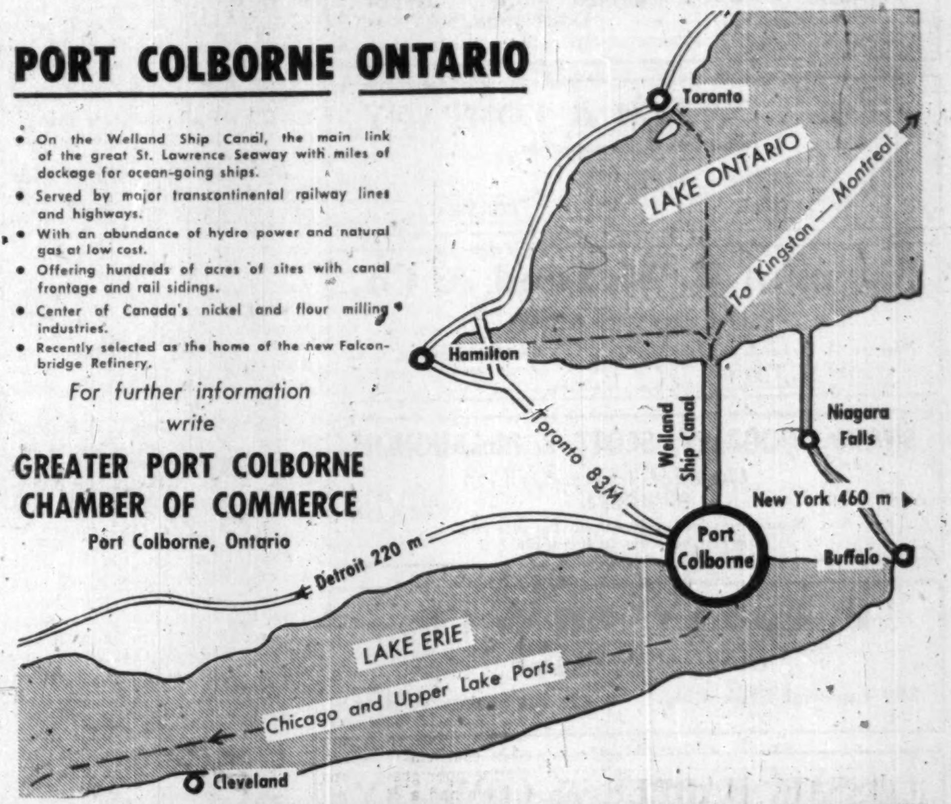
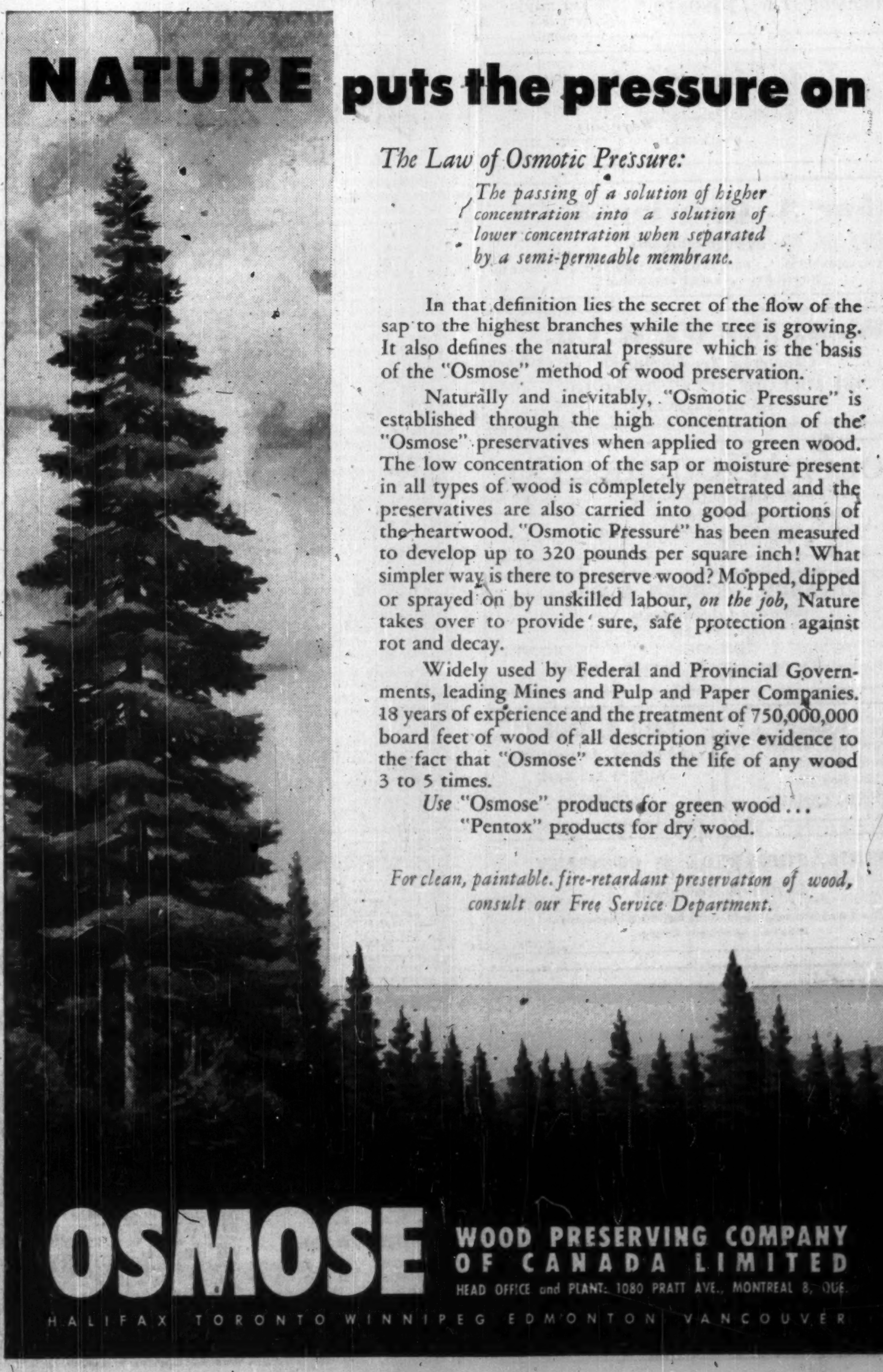


NATURE puts the pressure on



The Law of Osmotic Pressure:

The passing of a solution of higher concentration into a solution of lower concentration when separated by a semi-permeable membrane.

In that definition lies the secret of the flow of the sap to the highest branches while the tree is growing. It also defines the natural pressure which is the basis of the "Osmose" method of wood preservation.

Naturally and inevitably, "Osmotic Pressure" is established through the high concentration of the "Osmose" preservatives when applied to green wood. The low concentration of the sap or moisture present in all types of wood is completely penetrated and the preservatives are also carried into good portions of the heartwood. "Osmotic Pressure" has been measured to develop up to 320 pounds per square inch! What simpler way is there to preserve wood? Mopped, dipped or sprayed on by unskilled labour, *on the job,* Nature takes over to provide sure, safe protection against rot and decay.

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Selected Growth Stocks — Quarterly Review — By NESTOR

The Financial Post's exclusive series of Selected Growth Stocks was chosen by one of the continent's most prominent and successful investment advisers. The reasons for choice shown below the accompanying charts were those given when stocks were chosen in January, 1953. Each will be reviewed quarterly. Publication of this series in The Post does not constitute a recommendation to buy these stocks.

Pacific Pete

Pacific Petroleums common trading recently around $12 a share, 140% above UV level and 33% short of OV level. No dividends being paid. Price range in '54 $13½-$6½.

Stock strengthened on reports of negotiations for delivery of Peace River area gas to U.S. northwest, and has eased somewhat since announcement of agreement. Deal calls for sale to Pacific Northwest Pipe Line Corp. by Westcoast Transmission Co. of 250 million cu. ft. of gas per day in first year of Westcoast's pipeline operation, 300 million cu. ft. daily in second year. Further purchases provided for when market more fully developed.

Westcoast, in which Pacific Pete has substantial interest, plans to spend $130 millions on pipeline from Peace River to Vancouver and thence to U.S. border. Hope construction to start next year and first deliveries by end of '56. Field price expected to be 10c per thousand cu. ft. initially. Westcoast president estimates Vancouver will be using 75-100 million cu. ft. daily by winter of 1958.

Plan still requires U.S. Federal Power Commission approval before financing or construction can start. Belief is that since objections to earlier Westcoast plan no longer hold, plan has good chance of getting green light.

Exploration by Pacific Pete has centred on Peace River area gas, although should benefit also from Southern Production Co.'s agreement early in '54 with Canadian Atlantic Oil which involves work on lands in which Pacific Pete has interest. Gas and light oil discovery indicated in Southern Production wildcat in Ferrier area of Alberta this month.

Placer Dev.

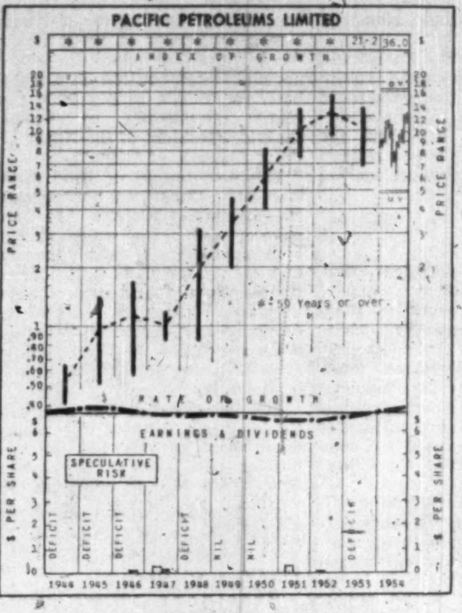
At recent $31¼ price, Placer Development selling 160% above UV level and a 70% rise short of OV level. Price equals 22 times '53-'54 fiscal year earnings and provides yield of 5.6% on basis of $1.75 a share paid in '54 calendar year. Price range in '54, $33½-$24.

Earnings per share for year ended April 30, 1954 were $1.41 a share ($1.24 the previous year). However, this included none of Placer's interest in earnings of wholly owned Canadian Exploration Ltd. The latter firm's net in year ended Aug. 31, 1954, was equal to $1.30 per Placer share, but it paid no dividend to parent.

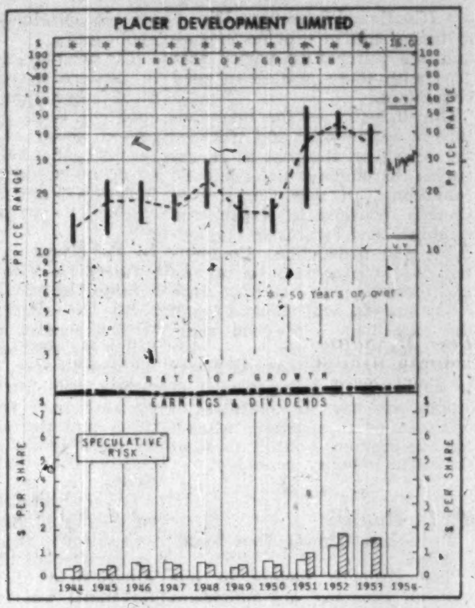
Oil revenues from royalties on Andector leases in U.S. amounted to $590,000. Dividend income $917,250, including $575,000 from Pato Consolidated and $250,000 from Bulolo Dredging. No dividends from wholly owned Coronet Oil Co. and none expected for some time because of policy of re-investing earnings into further exploration and development.

Income from gold dredging operations expected to decline from now on, with Asnazu likely to close up within a year or two and Bulolo estimated good for only five more years. Pato output also likely to decline, but said to have reserves to support profitable operations for another 20 years.

Placer's cash position strong ($2.3 millions at end of last fiscal year against $1.6 millions a year earlier). President Banks told annual meeting Canadian Exploration considering payment of cash distribution to Placer, to provide additional funds for future Placer dividends ($1.5 millions a year at $1.75 a share rate).



WHY SELECTED: Pacific Petroleums' policy of reinvesting income in exploration and development of oil and natural gas on six million acres in which it has an interest in varying amounts (equivalent to 100% interest in 3.3 million acres or ¾ acre per share), suggesting eventual large earnings return. Through its interest in Canadian Atlantic Oil and Peace River Natural Gas, company should capitalize on natural gas development.



WHY SELECTED: Placer Development, following the end of World War II, inaugurated a policy of diversification that is broadening the base for its earnings and developing increased net returns. Chief operating subsidiaries are currently producing gold, lead, zinc, tungsten, oil and coal. Operations are in Canada, the United States, Australia, New Guinea, and South America.

How To Read the Stock Charts

INDEX OF GROWTH: The rate at which the value of the equity behind the stock is doubling as determined by the growth rate at which it entered the year. A figure of 5.6 for the present year would indicate that at its current growth rate the equity value is doubling every 5.6 years.

PRICE RANGE: The annual high, low and mean price. Monthly ranges for the current year.

UNDERVALUATION AND OVERVALUATION PRICE LEVELS: Shown by the narrow horizontal lines above and below the stock's price range, indicating price at which the particular stock is adjudged as underestimating or overestimating its future rate of growth. A stock showing a fast-growth rate will sometimes anticipate growth by two or three years. In this case it may not be so attractive a purchase relatively as some other fast-growing stock that is not anticipating its growth beyond the immediate present. Other factors such as rate of growth and investment quality will also enter into the comparison an investor will want to make.

Without these UV, and OV levels, a current quotation of say, 55 or 75 would carry no significance regarding long-range value. The UV/OV levels also permit judgment as between one stock and another. They are not designated points of purchase or sale, nor do they attempt to show what will be a stock's bottom or top figure in any given year.

RATE OF GROWTH: The rate as based on Nestor's tests, at which the company is showing underlying or long-term growth. This will determine the price trend of the company's common stock over a period of years, and in most instances the trend of dividend payments.

Background and principles behind the selection by Nestor were discussed in a special article in The Financial Post, Jan. 10, 1953. A limited number of reprints are available on request.

Company Reports

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Financial

LAURENTIDE ACCEPTANCE CORP. net profit for the year ended Oct. 31, 1954, was $320,758, 50.5% higher than net for the previous year of $213,185.

Receivables total more than $17 millions, says President Roland Therien, and are based on an enlarged capital structure made up of $2.9 millions of equity capital, $6.5 millions of funded debt, and short term loans of $5.8 millions.

Company now has 25,000 clients (6,000 in 1949), and 1,450 shareholders (285).

Volume of retail and wholesale business increased by 9%, the president goes on, and notes receivable increased by 11%.

Interest on debentures was earned nine times, and preferred dividends covered by a margin of 600%. Class A shares increased from 47,400 to 143,728, mainly due to the number of holders of convertible debentures and owners of subscription rights excercising their privilege.

Two new branches were opened, one in Matane and the other in Montreal. The latter handles the financing of domestic articles only. Paid up capital of the company increased by almost $1 million during the year, permitting the company to increase its borrowing power and take advantage of any increase in business in the coming year.

INCOME ACCOUNT

Years Ended Oct. 31:	1954	1953
Net earnings†	$1,293,160	$905,378
Less: Depreciation	26,972	11,926
Bank interest	328,174	348,135
Funded debt. int.	319,585	131,323
Income tax	297,671	200,809
Net profit	320,738	213,185
Less: Pref. divds.	25,000	25,001
$1.20 pf. divds.	27,900	19,016
Cl. A divds.	63,551	21,487
Cl. B divds.	60,000	50,000
Surplus for year	144,298	97,681

†After deducting reserve for losses and contingencies.

Times Funded Debt Interest Earned:‡		
Before deprec.	3.02	4.24
After deprec.	2.94	4.15

‡After deducting bank interest.

Earnings per Share and Dividend Record:		
Preferred	$6.52	$4.31
Paid, $1.20	1.20	0.76⅔
Paid, 5%	1.00	1.00
Class A†	*2.53	*3.94
Paid	0.60	0.50
Class B†	2.15	1.48
Paid	0.50	0.30
Cl. A & B‡	1.30	1.18

*Based on number of shs. as calculated from dividends paid.
†Before (‡after) participation.

CONDENSED BALANCE SHEET

As at Oct. 31:	1954	1953
Cash	$631,554	$336,603
Notes rec.	17,093,400	15,507,653
Accts., etc., rec.	50,842	24,899
Deposits	30	522
Total curr. assets	17,795,826	15,869,677
Disc. & exps. re stk.	345,437	205,553
Def'd exps.	......	5,075
Fixed assets*	107,794	93,816
Total assets	18,249,057	16,194,121
Bank & call loans	5,758,280	8,823,092
Accts., etc., pay.	1,021,945	783,459
Taxes pay.	191,039	112,103
Total curr. liabs.	6,971,264	9,728,654
Unearned income	1,648,302	1,525,066
Conting. res.	305,325	231,215
Funded debt	6,457,500	2,835,000
Capital stock	2,534,080	1,620,000
Earned surplus	332,586	234,186
*After depr. of	56,297	37,922
Working capital	10,824,562	6,161,023

Appliances

KELVINATOR OF CANADA LTD. consolidated net profit for the year ended Sept. 30, 1954, was $455,749, 66% lower than previous fiscal year's net of $1,340,221.

President Reginald H. Line says price cutting by certain manufacturers, importers, and by discount houses has resulted in a disorderly market. Nearly 185,000 refrigerators, accounting for 41% of total Canadian sales, were exported from the U.S. to Canada in 1953. Current trends appear more hopeful, he says.

The cost of moving equipment and personnel this year to improve and expand service facilities will not recur next year, the president states.

Kelvinator Sales Corp. was incorporated to take over distribution of all products made under the company's brand name. Kelvinator Sales Corp., as well as company's central administrative offices have been located at Rexdale in the Toronto area.

A manufacturing agreement was concluded with Simpsons-Sears, which has acquired a 20% stock interest in the company. The benefits should be evident in the next fiscal year.

After prolonged negotiations with UAW-CIO had failed, a strike was called and the London plant was closed for six weeks to Aug. 23. "Despite this regrettable incident the management is glad that we have today a spirit of friendly and mutual co-operation with all our employees," says Mr. Line.

In November, $1.5 millions 3¾% 15-year sinking fund debentures were sold.

CONS. INCOME ACCOUNT

Years Ended Sept. 30:	1954	1953
Net earnings	*$1,268,077	$3,205,149
Less: Deprec.	356,360	428,648
Deb. interest	37,372	43,280
Loan int.	53,596	......
Inc. tax res.	360,000	1,393,000
Net profit	455,749	1,340,221
Less: Com. divds.	600,000	800,000
Surplus for year	▲144,251	540,221

*After special year-end inventory write-offs of $170,000.
▲Deficit.

Times All Interest Earned:		
Before deprec.	13.21	74.06
After deprec.	9.50	64.15
Earnings per Share and Dividend Record:		
Common	$1.14	$3.35
Paid	1.50	2.00

Note (1) Company's report shows net profit of $523,108 in 1954 which includes profit on sale of fixed assets.
Note (2) Maximum depreciation for capital cost allowances in 1953; normal depreciation in 1954.

CONDENSED CONS. BALANCE SHEET

As at Sept. 30:	1954	1953
Cash & Dom. bds.	$364,798	$1,624,057
Accts., etc., rec.▲	1,356,044	1,635,569
Inventories	4,255,838	2,943,359
Total curr. assets	5,976,680	6,232,995
Prep. exp., etc.‡	106,024	43,650
Fixed assets*	3,504,167	3,261,184
Total assets	9,586,871	9,537,829
Bank loan	1,600,000	......
Accts. & tax. pay.	874,730	2,136,186
Due affil. cos.	9,383	60,588
Total curr. liab.	2,484,113	2,196,774
Other liabs.	578,632	655,582
Funded debt	934,023	1,038,478
Capital stock	500,000	500,000
Surplus	5,090,103	5,166,995
*After depr. of	2,652,623	2,242,730
‡Incl. in curr. assets in co's report.		
▲After reserve of	62,632	50,102
Working capital	3,492,567	4,056,221

Confectionery

LAURA SECORD CANDY SHOPS LTD. net profit for the fiscal year ended Sept. 30, 1954, was $343,846, 8.7% higher than net of the previous year of $316,432.

Total sales were the highest in the history of the company, said President John D. Hayes, reflecting many of the policies such as new packaging, new shop decor, increased candy making capacity, and improved merchandising methods, instituted over the last few years.

Company now has 105 retail outlets in Ontario and Quebec with plans under way to increase these immediately.

INCOME ACCOUNT

Years Ended Sept. 30:	1954	1953
Gross sales	$5,193,064	$4,982,457
Net income	769,354	753,557
Less: Deprec. res.	125,964	113,680
Income tax res.	300,000	320,500
Add: Prof. on inv. & equip. sale	456	2,055
Net profit	343,846	316,432
Less: Com. divd.	230,000	230,000
Surplus for year	113,846	86,432
Earnings per Share and Dividend Record:		
Common	$1.20	$1.10
Paid	0.80	0.80

CONDENSED BALANCE SHEET

As at Sept. 30:	1954	1953
Cash	$385,358	$519,130
Investments*	1,478,793	1,456,588
Int. accr., etc.	7,125	7,125
Inventories	507,734	373,114
Total curr. assets	2,379,010	2,355,957
Misc. assets	▲64,958	▲86,578
Fixed assets†	1,003,934	925,498
Total assets	3,447,902	3,368,031
Total curr. liab.	527,348	544,843
Cont. reserves, etc.	85,000	101,480
Capital stock	862,500	862,500
Capital surplus	41,964	41,964
Earned surplus	1,931,090	1,817,244
*Mkt. value	1,569,050	1,343,000
†After depr. of	1,248,357	1,134,728
▲Included in current assets in co's report.		
Working Capital	1,851,662	1,811,114

Public Utilities

MEXICO TRAMWAYS CO. net profit for the year ended June 30, 1954, amounted to $224,247. This was the first year of operation of the company as an investment company.

Financial statements are expressed in U.S. currency, says President W. E. P. DeRoche, since, in company's opinion, this method enables a more accurate presentation of the financial position and the results of company's transactions. Execution of the investment program was given to Caribbean Management Co., Willemstad, Curacao.

The breakdown of company's portfolio, according to the country of domicile of the issuer, is as follows:

Country of Issuer	Agg. Cost $
U. S. and Canada	589,519
Central and S. Amer.	355,028
Sterling area	285,988
Western hemisphere (except U. S. and Canada)	278,204
Republic of Liberia	210,080
Total	1,718,819

Securities of Canadian issuers consist of shares of common stock of Canadian mining concerns which conduct their operations in Central America and other countries outside Canada. As a foreign business corporation under Canadian tax laws, company does not invest any of its assets in Canadian securities except those of other foreign business corporations.

Profit from the sale of investments during the year amounted to $217,590, and income from investments was $23,729. Administrative and other expenses amounted to $17,072, but Mr. DeRoche points out that since this was the first year of operation some of the expenses were of a non-recurring nature, and that arrangements have been made to ensure that a substantially lower ratio of expense to investment income will result in future.

Statement of deficit reflects the disposition of company's sole remaining asset in Mexico, an account receivable. Company accepted prepayment of the balance of the account at a discount and received 1,767,621 pesos, or, after deduction of incidental expenses, $209,094 in U.S. currency, resulting in a loss of $18,613.

At the annual meeting the following directors were elected: Leo Model, Anton D. Bestebreurtje, G. Peter Fleck and Hans J. Frank, New York; T. R. Anderson, Minneapolis; Sir Mark Turner, London, Eng.; Baron Leon Lambert and David M. van Buuren, Brussels; Jonkheer J. A. G. Sandberg, The Hague; Professor L. Albert Hahn, Paris; W. E. P. DeRoche and David G. Guest, Toronto.

Following the meeting, the board elected Leo Model chairman, Mr. DeRoche president, and Mr. Fleck vice-president.

SUMMARY OF INVESTMENTS

	Cost $	Mkt. Value $
Mining	750,267	755,196
Utilities	286,039	282,125
Railroads	228,001	222,287
Chemicals	162,843	192,450
Automobiles	42,182	44,375
Misc. ind.	249,486	270,898
Totals	1,718,819	1,767,331

Brewing

JOHN LABATT LTD., London, Ont., consolidated net profit for the fiscal year ended Sept. 30, 1954, was $2,877,211, 67.8% higher than previous year's net of $1,714,894. Profit per share was $2.29, 12% higher than last year's $1.91.

Although sales for the industry as a whole declined because of adverse weather conditions during the peak selling period and because of some regional unemployment, the company increased its sales slightly, reports President Hugh F. Labatt.

Shea's Winnipeg Brewery Ltd. became a wholly owned subsidiary, and its assets account mainly for the increased value of the company's assets in 1954. To aid in the financing of this purchase 354,995 common shares valued at $5,458,048, and $1.6 millions in debentures were issued.

Company has decided to increase production capacity by constructing a brewery on its previously purchased 29-acre site in Ville LaSalle on the outskirts of Montreal. The new plant will have an initial capacity of 250,000 bbls. and will cost an estimated $6.5 millions. It will be in production in early 1956, says Mr. Labatt.

New fermenting and storage rooms were opened at the London plant this year, completing the modernization and expansion program there and at Toronto.

Costs in the industry remained fairly constant and assisted in maintaining the company's earning position, the president reports.

Annual meeting will be held Jan. 14, 1955.

CONS. INCOME ACCOUNT

Years Ended Sept. 30:	1954	1953
Net earnings	$7,382,415	$4,719,035
Less: Deprec.	1,546,912	1,112,585
Int. on fund. debt	293,292	191,556
Inc. tax res.	2,665,000	1,700,000
Net profit	2,877,211	1,714,894
Less: Dividends	1,252,390	900,000
Surplus for year	1,624,821	814,894
Times Interest Earned		
Before deprec.	25.17	24.64
After deprec.	19.90	18.83
Earnings per Share and Dividend Record:		
Common	$2.29	$1.91
Paid	1.00	1.00

CONDENSED CONS. BALANCE SHEET

As at Sept. 30:	1954	1953
Cash	$2,170,053	$659,434
Accts. rec.	1,469,292	1,381,428
Mkt. secs.†	1,916,749	1,081,833
Inventories	4,128,255	3,406,077
Total curr. assets	9,684,349	6,528,772
Misc. assets	1,388,964	839,316
Prepaid exp.•	278,076	219,549
Fixed assets▲	16,408,527	10,654,[illegible]
Invest. subs. less w/o	1,317,150	......
Total assets	29,077,066	18,241,867
Accts., etc., pay.	1,092,636	1,382,537
Serial debent.	418,381	243,000
Taxes pay.	2,209,046	932,819
Total curr. liabs.	4,330,043	2,558,356
Debentures	6,319,163	4,257,000
Res. redem. cont.	‡	400,000
Capital stock	5,[illegible],048	340,000
Earned surplus	12,839,[illegible]	10,686,511
†Approx. mkt. val.	1,926,000	1,146,000
▲After deprec. of	10,058,585	6,490,184
‡Restored to earned surplus.		
•Included in current assets in co's report.		
Working capital	5,354,286	3,970,416

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What Executives Say About Year Ahead

(Continued from page 19)

facture of the better-known industrial chemicals.

Improved conditions abroad are leading to some additional relaxation of exchange and import restrictions on goods from the dollar countries and to increased opportunities for exports of such chemical products as synthetic resins and rubber. The recovery under way in the United States is expected to absorb some surplus output in that country which has recently sought markets in Canada.

* * *

Robert H. Saunders

Chairman, Hydro-Electric Power Commission of Ontario.

Increasing demands for power forecast for 1955 indicate another year of general expansion for Ontario. Recent load studies by Ontario Hydro estimate that our customers' primary power requirements will increase by over 8% by the end of this year.

Our resources will be augmented during 1955 by the placing in service of five more 100,000-hp. units at our new Sir Adam Beck-Niagara Generating Station No. 2. With these units in service, our all-system peak capacity will reach 6,155,300 hp. — an increase over 1945 of 137%.

Following recent financial studies, I was happy to announce that there would be no general increase in rates to our municipal customers in 1955. Also, that our rural rates would be unchanged for this year. I feel that this information will be both welcome and helpful to many customers who are finalizing cost studies.

Although there is still much work to be done at our important Niagara project, our main construction activities in 1955 will be turned to the new St. Lawrence Power Project. As well as providing many local benefits during the construction period, this vast project will add 1,100,000 hp. to our resources—further protecting our customers and ensuring that Ontario continues to have an abundant and low-cost supply of power for future expansion.

* * *

Sam Steinberg

President, Steinberg's Ltd.

We have no reason to view the approach of 1955 with anything but a firm conviction that it will be another progressive and profitable year for Canadian business. Current conditions indicate the continuation of business growth with employment and earnings remaining encouragingly high.

Speaking for the food industry in particular, we have no doubt that customer acceptance of advanced merchandising methods in processing, manufacturing, packaging and retailing will continue to flourish. Great strides have been made and will continue to be made. Modern food technology is bringing into regular supply ever-increasing numbers of items formerly considered as luxuries or procurable only at certain seasons, and modern retailing is supplying these items to the consumer in peak condition with the greatest attention to economy, efficiency and service. This is as it should be, for consumers have every right to expect the "utmost" in all matters pertaining to their food requirements.

The best evidence of our confidence in the future is our continuing expansion program involving a greater expenditure for structures and equipment than ever before in our company's history.

* * *

J. P. A. Smyth

President, Industrial Acceptance Corp.

Business conditions in Canada today contrast perceptively, I think, with those prevailing a year ago. In 1953 business was more active in the early months, reaching a peak about mid-year. From here on a decline set in. Business moved irregularly during the first half of this year but has shown a good turn upward since then.

Motor vehicle sales felt the impact of conditions above set forth resulting in a decline in sales. The introduction of new models by practically all manufacturers this fall has and will create a sales impetus that should carry well into 1955. Dealer inventories are presently at much lower levels than at this time last year which should further contribute to the fulfillment of the predictions made above.

It is also indicated that other durable consumer goods will reach reasonably high sales levels. For instance, sales activity in television sets has been at unprecedented levels. Further provision for broadcasting facilities throughout Canada should maintain the existing sales trend in this field.

It can, therefore, be assumed that the volume of business handled by sales finance companies should be at least maintained if not increased next year.

* * *

John F. Thompson

Chairman of the Board, International Nickel Co. of Canada.

Based on available information, it is estimated that free world nickel production in 1955 should approximate 415 million lb. It is expected, after satisfying defense requirements and deliveries to government stockpiles under present schedules, more nickel will be available to free world industry for civilian applications in 1955 than was the case in 1954.

Nickel production by the free world in 1954 will reach an estimated all-time high of 390 million lb., or approximately 50% higher than the pre-Korean 1949 output, and 50 million lb. higher than 1953. Output of the metal by International Nickel from its own ores during the year will also set a record at about 275 million lb.

This high nickel production has been made possible by reason of the completion of certain mining and metallurgical developments climaxing years of planning and research and of the progress made in Inco's underground mining expansion program.

* * *

J. L. Trumbull

President, J. L. Trumbull Ltd.

Commercial and industrial results in British Columbia for the year continue to show excellent records. We are faced with keen over-all and off-shore competition, and the challenge is demanding careful planning.

Coffee: This year holds the all time high record of prices, culminating in April with primary cost of almost $1 a lb. on a green basis, in bond, ex dock, and then an easing in August, when the political and economic situation in Brazil became critical, and a sudden drop in coffee prices that reached almost one of panic. However, we have recently seen a recovery, and the new government in Brazil signify that it is capable of carrying out an orderly program of marketing, and indications are that present levels on coffee will be maintained. But the real test will come the early part of 1955 when the weight of all producing countries will be offering plenty of coffee.

Tea: The tea markets in all producing countries are achieving a parallel level to the high market of coffee, and consumers will pay considerably more for tea. It still remains to be seen how permanent this will be. The producing countries are faced with higher costs, and tea being a major export item, the governments of Ceylon and India have imposed heavy export duties amounting to 15c to 20c lb., and all contributory factors of production cost have increased. However, giving this generous credit, it appears that prices have far exceeded a justifiable level.

* * *

H. M. Turner

President, Canadian General Electric Co.

In 1954, for the first time in 15 years, the output of Canada's electrical manufacturing industry fell below the level attained in the previous year. Production of manufactured goods by the industry in 1954 reached a value of $815 millions—a drop of 4% from 1953's record figure of $848 millions.

To keep pace with Canada's expected growth, the electrical industry has set itself a goal of producing as much equipment in the next 10 years as it has since its inception. In order to attain this objective, every effort is being exerted to overcome advantages now held by foreign competitors. To this end, Canadian manufacturers of electrical equipment are closely scrutinizing their own operations, and the operations of their competitors abroad, with a view to determining how existing price differentials can be narrowed.

Canada faces a period of continuing expansion in the years ahead, and the electrical industry is geared to provide a full measure of support to aid the country's growth. For 1955, we foresee the economy registering slight gains over 1954 in production and consumption and, in 1956, we feel confident that the economy will surpass its performance in any previous years.

* * *

Leo W. Vezina

President, H. Corby Distillery

The year 1954 with all its dark clouds which obstructed to a certain degree the visions of a bright horizon has now come to an end and despite the uncertainties which prevailed even the most pessimistic leaders of government and industry must admit that most of our fears were ill founded. It proved to be a good year from the standpoint of foreign relations, domestic employment and progress in industry.

Canada has forged ahead, the future is bright for this young and healthy country which in the past few years has been a shining example to the rest of the world of what courage, optimism, initiative and straight thinking can accomplish.

Let's look to the future with confidence. Every difficult impasse should be a challenge to men of vision; 1955 will be what we want it to be collectively. In our business we look for full employment in the years ahead and we anticipate no reduction in our operations.

* * *

F. C. Wallace

President, Canadian Pittsburgh Industries Ltd.

Many Canadian industries are presently being adversely affected by foreign competition; although trade, if it is to flourish, should be based on a two-way flow, it is imperative that the Government keep a close watch on trading activity to differentiate between competitive trade and dumping. This latter method of doing business—and there has been an increasing trend particularly by countries behind the Iron Curtain—works to the great disadvantage of every Canadian not excluding the consumer. I, therefore, feel that the Government should take drastic steps to prohibit this practice.

Our growing population brings with it an increase in consumer demand and greater domestic self-sufficiency. Capital construction and investment remain high. Our natural resources continue to expand. There has been an improvement in inventory positions. Consumer spending is heavy. These factors indicate the strength and soundness of the national economy on the home-front.

The overwhelming majority of business signposts point to a prosperous 1955.

* * *

Alvin J. Walker

President and Managing Director, Holt Renfrew & Co.

Canada's Fur Industry, with which Holt Renfrew has been, and still is, closely identified since 1837, has fully recovered from the doldrums in which it found itself toward the close of 1953.

The removal of certain excise and other taxes and royalties, also the freedom from serious labor troubles, are partly responsible for the renascence of this industry.

The relaxation of import restrictions by the United Kingdom, France and West Germany has widened Canada's export possibilities. Holt Renfrew's experience in versatilities of wearing apparel for men, women and children, both imported from abroad and manufactured in Canada, has been favorable, because of the encouraging response of consumer interests.

The dollar area, to which Canada belongs, is showing evidence of good faith by, at least and at last, attempting to reduce trade barriers in the form of tariff duties, customs formalities and red tape.

All in all, we believe, that Canada is destined to enjoy well-deserved prosperity in 1955.

* * *

John R. White

President, Imperial Oil Ltd.

Practically all signs indicate further expansion of the economy in 1955. Employment should be higher, farm income bigger, exports larger, consumer spending heavier, government outlays somewhat greater and commodity prices firmer. While investment in plant and equipment may be a little less, total construction should increase slightly.

Capital outlays for oil exploration and development will continue at about last year's rate; expenditures for transport and refining facilities will not be as large because most of the big programs have been completed or are nearing completion. Accordingly, total investment will be slightly less than the $600 million record of 1954.

Crude oil reserves will be enlarged. Heavier product demand will permit some increase in production but the gap between actual and potential production will be widened. Finding larger markets for Canadian crude is a complex problem and it is not thought that there will be any sensational achievements in this connection in 1955. However, continued steady progress may be expected.

* * *

V. C. Wansbrough

Vice-President and managing Director, Canadian Metal Mining Association.

All indications would suggest that 1955 will prove another year of satisfactory progress for the mining industry, particularly in base metals and industrial minerals.

Nickel continues in strong demand, while copper has been in short supply. The situation with lead and zinc has been reasonably stabilized by the increased stockpiling program of the United States Government.

The confidence of Canadian producers of base metals, strategic and industrial minerals is evidenced by their expansion plans and the development of important and large-scale new ore-bodies.

Substantial growth in the output of iron ore and uranium will be among the highlights of 1955.

No marked improvement can be foreseen for the gold mines. But, granted government assistance on a scale comparable to that of recent years, they should be able to maintain output and operations at the current level.

All in all, the outlook for the mining industry is favorable. A year of well-balanced progress may be anticipated.

* * *

W. A. Wecker

President, General Motors of Canada.

The indications, as I read them, are that new capital will continue to support the growth of the national product at roughly the same high rate it has reached in the last few years. In addition to this new investment, projects launched in recent years in primary industries — among them hydro power, aluminum, and iron — will pass the construction stage and begin contributing substantial production to the national economy. Forecast population figures indicate that growth will equal the record rate of 1954.

These are the basic indices of our economy, and they point to a good business year in 1955. They are, however, not a guarantee of universal prosperity. In my own field, the automobile industry, production slipped some 18% in 1954. The setback was partly traceable to a weakening of the market accompanying the business adjustment in the winter and spring of the year.

A further cause — and a cause of the adjustment itself — was the stifling pressure of federal taxation on consumer products. In the first 10 months of the year federal taxes on automobiles, as an instance I am familiar with, exceeded the total payroll of the industry by some $20 millions. Sales and excise taxes increased by more than $400 the average price of a car bought in Canada. The excise tax, originally intended as a drag against consumer spending in a time of defense emergency, was levering the market downward when every interest of the nation was in stimulating consumer sales.

A more realistic tax structure is, perhaps, the country's most pressing need in 1955. With it, the level of business in Canada should be high.

* * *

Edward C. Wood

President, Imperial Tobacco Co. of Canada.

Despite the difficulties being encountered by certain Canadian industries, the business outlook for the year 1955 is an encouraging one and industry generally can look forward with some confidence to another year of reasonably healthy prospects. The high rate of capital investment in future programs and developments is a significant measure of the expected trend and an expression of business confidence in the future.

While 1954 was a year in which industry generally enjoyed some progress, there was, nonetheless, a considerable amount of seasonal and local unemployment. This unemployment is to some extent caused by climatic conditions and the terms of international trade and therefore in large part results from factors which cannot be controlled. With careful planning there is reason to hope that some headway can be made toward improving this situation in the year 1955.

Although the tobacco industry also showed some progress in the year 1954, the large differential between the excise tax on tobacco products in Canada and the United States resulting in substantially higher prices in Canada continued to be responsible for large-scale smuggling operations of American cigarettes into this country. In spite of intensified efforts on the part of the Royal Canadian Mounted Police, smuggling activities continue to flourish which seem to indicate that the only effective deterrent to this unfortunate practice would be an adjustment in the Canadian tobacco excise tax rates to make them more nearly equal those obtaining in the U. S.

Merger For Can. Concord, Co-op

Two large Niagara Peninsula fruitgrowers' organizations have merged to form a new company —Niagara Fruit Orchards Ltd.

Canadian Concord Ltd., a St. Catharines firm with a shareholder body of some 300 growers, as well as 200 associate growers, joined the 180-member Niagara Township Fruit Co-operative Ltd. Capital stock will be owned by Canadian Concord and the Co-operative, its members and patrons.

The new company will concentrate on development of quality packs for which brand preference and premium prices can be established. It also hopes to expand outlets for bulk and packaged fruit in both Canada and the U. S.

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THE WEEK'S QUOTATIONS

Montreal and Toronto Winnipeg, Calgary and Vancouver

Quotations here listed are the official exchange prices for listed stocks including curb market quotations. For unlisted stocks, quotations by unlisted dealers are given. The Financial Post cannot accept any responsibility for these quotations.

WEEK ENDING DECEMBER 24, 1954

Range 1954 High	Low	Div. R'te $	Y'ld Dec24 %	Company	Sales	Last Dec. 17	Week end. Dec. 24, 1954 H	L	Close
27	16½	‡1.30	...	Abitibi	16288	26½	26½	26	26½
26½	25	1.12½	4.0	Do. 4½% pref.	2080	26½	26½	25¾	25¾
9	6	.50	5.7	Acadia Atlan.	2646	8¾	8¾	8¾	8¾
23	17	1.20	5.2	Do. A	300	22½	23	22	23
8¼	7	.40	5.3	Agnew Surp.	1371	7½	8	7½	7½
10	9	.55	5.8	Do. pref.	62	9½	9½	9½	9½
2.25	1.25	.	...	Albt. Dist.	10200	1.90	2.00	1.90	1.95
2.20	1.35	.	...	Do. V.T.	1900	1.85	1.84	1.80	1.80
48½	39½	.	...	Algoma Steel	1958	48	48¼	46½	46¾
26¾	23	1.00	3.8	Alum of Can p.	840	26	26¼	26	26
108	104	5.25	4.9	Do. 2nd pfd.	315	107	107½	106½	107½
74	46	▲2.00	..	Aluminium	9757	70½	74	70½	73
38¼	25	2.00	5.3	Ang. Cdn. Pulp	1890	38	38	37¾	38
55	48¾	2.80	5.1	Do. pref.	490	53½	54½	54	54½
48	39	2.25	4.8	Ang. Can. Tel. p	100	47½	47	47	47
12	7½	.60	5.6	Ang. Nfld.	4200	10¾	11	10½	10¾
22½	20½	1.20	5.5	Anthes Imp.	200	22	22	22	22
2.60	.75	.	...	Arcan Corp.	325	.90	.90	.85	.90
20¾	12½	†.20	...	Argus	8009	20	20¾	20	20¾
102½	82½	4.50	4.4	Do. 4½% pref.	1168	98½	102½	99	102½
34	24¾	1.00+*.25		Asbestos	1435	32½	33	31½	33
18	14½	‡.12½	..	Ashdown Hd. B	1200	15	15	14½	14¾
16½	10¾	•	...	Atlas Steels	995	14	14¼	14	14¼
10	8	.60+*.10		Auto Electric	10	9½	9½	9½	9½
36	27½	1.00+*.20		Bk. Can. Nat.	730	36	36	36	36
48½	35¾	1.20+*.20		Bk. Montreal	5709	44¼	44½	43¾	44½
54½	42	1.60+‡.20		Bk. N. Scotia	1000	53¾	54¼	53	53½
58½	41½	‡43½+*.60		Bk. Toronto	65	56½	58½	58	58
11	2	..	...	Barcelona	100	8	8	8	8
60	40¾	3.00	5.1	Bathurst Pr. A	810	59	59	58¾	59
42	17½	‡.75	...	Do. B	576	40	40	40	40
7¾	6¾	.40	5.9	Beatty Bros.	410	6½	7	6½	6¾
90	52	3.00+*.50		Beaver Lumber	50	85	89½	89½	89½
11	8	*.55+†.10		Belding Cort.	5	9½	9½	9½	9½
14	10	.70	6.4	Do. pref.	100	13	11	11	11
11	10	1.00	9.1	Belgium Stores pf	100	10	11	11	11
47	39¾	2.00	4.3	Bell Telephone	13340	46	46¾	45¾	46
1.00	.10	.	...	Bickle-Seag.	38	.25	.10	.10	.10
44½	34	2.50	7.4	Blue Ribbon pref.	50	35	34	34	34
18	13¾	1.00	5.6	Brant. Cord. A	160	17	18	17½	18
9¾	6¾	‡.03+stk.		Brazilian Tr.	30879	8	8	7¾	7¾
100	90	6.00	6.1	Do. pref.	10	98	98	98	98
50	46¾	2.90	6.1	Bridge & Tank p	125	47	47½	47½	47½
1.65	1.00	.	...	Do. Warr.	105	1.00	1.00	1.00	1.00
10¾	5½	.	...	Bright, T. G.	50	10½	10¾	10¾	10¾
23	15½	1.00+*.20		Br. Am. Bk. N'ts	575	21	21½	21	21
30	20½	.85	2.9	Brit. Amer. Oil.	5752	29½	29½	29	29¾
94½	78	4.00	4.3	B. C. Elec. 4% pf.	238	92	93	91½	92½
103¾	90	4.75	4.6	Do. 4¾% pref.	170	102½	103½	102½	103
54	48	2.50	4.8	Do. 5% pref.	171	53	53	52	52½
51	49½	2.25	4.4	Do. 4½% pref.	947	50½	51	50½	50¾
9	5¼	.40	4.5	B. C. Forest	1015	8¾	9	8¾	8¾
13	9	•	...	B. C. Packers B	1750	12¾	13	12¾	12¾
26	17¾	1.00	3.9	B.C. Power	3813	25½	25½	25¼	25½
44½	35	2.00	4.5	B.C. Tele.	805	44	44½	44	44
.88	.70	.	...	B.C. Turf	200	.83	.83	.83	.83
16¾	8¾	.	...	Brown Co.	10405	14½	14¾	14	14¾
117	87	▲5.00	..	Do. 1st pref.	240	105	105	104	105
52½	49½	▲3.00	..	Do. 2nd pref.	55	51¾	51¾	51¾	51¾
12½	8	•	...	Bruck S. Mills A	225	11½	12	11	11
6½	4	•	...	Do. B	160	5½	5½	5½	5½
47½	35½	1.80	3.9	Building Prod.	160	46½	46¾	45½	46½
75	51½	2.00+*.50		Burns & Co. A	6	66	66	66	66
8¾	7	.45	5.6	Burrard D.D. A	225	7½	8	8	8
143	84	*4.00	..	Canada Cement	420	137	140	137½	140
31½	28¼	1.30	4.2	Do. pref.	3659	30¾	31½	30½	31
11½	4	.	...	Can. Cr. & C. S.	2800	8½	11½	8¾	9½
22	16¾	1.00	4.9	C. & D. Sugar	5379	20¾	20¾	20¾	20½
17½	13	*.60+▲▲.02		Can. Foils A	25	16	16½	16	16½
24½	19½	1.20	5.3	Can. Iron	1900	22½	23	22½	22½
160	78¾	3.0	2.0	Can. Life	40	154	153	152	152
72	51½	2.00+*1.00		Can. Malting	145	71½	72	71	71½
15¾	10	.60	4.3	Can. Nor. Pr.	200	14	14	14	14
37	31	1.50	4.3	Can. Packers B	210	35	35	34½	35
88	58	2.60+*.20		Can. Perman.	85	85	85	83¾	83¾
106	100¾	5.00	4.8	Can. Safeway 1p	45	105½	106	105	105
28¾	22	.25	1.1	Can. Steams'p n	308	22½	22½	22½	22½
13½	12	.62½	4.8	Do. pref.	775	13½	13	13	13
19	13½	.80+*.20		Can. Vinegars	15	16½	16	16	16
150	132	4.00	2.7	Can. W. Cable A	20	138	150	150	150
74½	60½	3.00	4.0	Do. B	25	74	74½	74½	74½
45	32¾	1.20	3.0	Canadian Bk Com	4728	40¾	40½	39¾	40
3.15	2.90	.	...	Do. Rts.	66148	3.10	3.15	3.05	3.05
27	21¾	1.25	4.9	Cdn. Breweries	6425	25¾	26	25½	25¾
36	26¾	1.25+*.50		Cdn. Bronze	65	26¾	27	26½	27
30¾	22	2.00	7.0	Cdn. Canners	1946	28¾	29	28½	28½
25¾	16½	.80+*.20		Cdn. Car. & F'y	2170	22¾	22½	20¾	21
25½	18¾	1.00	4.5	Do. pref. A	2005	23½	23	22	22½
24½	18	*.75	...	Cdn. Celanese	1630	22¾	23¾	22¾	23¾
36	29	1.75	5.0	Do. $1.75 pf.	80	35½	35½	35½	35½
22	17½	1.00	5.1	Do. $1.00 pf.	85	21½	20	19¾	19¾
9¾	6¾	.	...	Cdn. Chem.	2165	9½	9½	9	9½
9.75	6.30	.	...	Cdn. Collieries	8385	9.05	9.25	8.90	9.25
15	9	•	...	Cdn. Cottons pf.	115	11	11	10½	10½
17¾	15	♦♦*.25	..	Cdn. Dredge n.	1105	15¾	16½	15¾	16½
25½	22½	1.00	4.5	Cdn. Fairb.	510	23¾	23	22½	22½
64	30	•	...	Cdn. Food Pr. pf	10	35	38	38	38
30	23¾	1.10+*.18		Cdn. G. Inv.	385	29¾	30	30	30
11½	10	.80	7.3	Cdn. Ice Mach A	10	11	11	11	11
28½	20½	‡.15	...	Cdn. Indus. '54	11644	23½	23¾	23	23¾
99	90	3.75	3.9	Do. pref. '54	15	95	96	96	96
22	14	•	...	Cdn. Locomo.	1188	21	22	20½	22
7½	4½	*.06	...	Cdn. Marconi	517	6½	6¾	6	6¾
17	12½	.50	3.1	Cdn. Oil	2225	16½	16½	16	16
106	100	5.00	4.8	Do. 5% pref.	10	...	105	104½	104½
168	152	8.00	4.8	Do. 8% pref.	50	168	168	168	168
4.15	1.65	.	...	Do. warr.	5750	2.75	3.05	2.70	3.05
30¾	20¾	‡.75	...	Cdn. Pacific	14314	30	30¾	30½	30½
22½	12	.	...	Cdn. Petrofina p	2450	20	20½	19½	20
6½	2½	.	...	Cdn. Pr. & P. S.	200	6	6	6	6
12½	8½	‡.20	...	Cdn. Silk A	25	9	8½	8½	8½
34	17	1.50	4.7	Cdn. Vickers	1755	31½	32	31	31¾
14½	10	.	...	Cdn. W. Lumber	50	13½	14½	14½	14½
78½	60	2.00	2.9	Cdn. Westingh'se	105	73	70	68	68
5.50	4.35	▲.11+.04		Capital Estates N	300	5.00	5.00	4.95	5.00
26	13	.50	1.9	Catelli Food A	54	22½	26	26	26
36	20	1.00+*.25		Do. B	4	36	35	35	35
6.00	2.00	.	...	Chatco Steel	95	4.75	5.00	4.25	5.00
16	10½	1.00	6.3	Ch. Gai Wines	200	16	16	16	16
68	55½	*▲4.50	..	Chrysler Corp.	145	65	68	66	68
3.80	3.30	.	...	Claude Neon B	500	3.65	3.65	3.65	3.65
70	35½	.	...	Do. pfd.	25	59½	59½	59½	59½
4¾	3½	.24+*.03		Coast Brew.	303	4.60	4.60	4.60	4.60
17½	15½	stk.	...	Cochrane-D. A	30	17½	17½	17½	17½
11½	6¾	•	...	Cockshutt Farm	3172	7½	8½	8	8
15½	12½	‡.25+*.20		B. J. Coghlin	476	14½	15½	15	15½
10	6½	*.30	...	Comb. Enter.	30	10	10	10	10
9½	7	.	...	Conduits Nat.	470	9½	9	8½	8½
8¾	6½	‡.50	...	Cons. Bakeries	585	8	8¾	8½	8½
.85	.70	.	...	Cons. Div. Sec. A	246	.72	.72	.72	.72
25	22	1.50	6.5	Do. pref.	38	23	23	23	23
63½	43½	1.50+‡.75		Cons. Paper	4521	60	61¾	59¾	60¾
8.00	4.00	•	...	Cons. Press A	125	4.50	4.25	4.25	4.25
30½	21¾	.80+‡.35		Cons. Smelters	11415	29¾	29¾	29½	29¾
9	5¾	•	...	Cons. Textiles	750	8½	8	7¾	7¾
25	16	.80	3.5	Consumers Gas	2720	23½	23½	23	23
30	24¾	1.50	5.6	Consumers Glass	150	26¾	27	26½	27
18	10½	*1.10	...	Corbys A	5030	17	18	17	18
17	9½	*.50	...	Do. (B)	2900	16¾	17	17	17
12¾	9	.70	5.8	Cosmos Imp.	370	12	12	11¾	12
4¾	3	•	...	Craig Bit	400	4½	4¾	4¾	4¾
190	116	5.00	2.8	Crown Trust	90	170	190	175	180
62	34	▲‡1.50	..	Crown Zeller	490	56½	57½	56¾	56¾
110	56	4.00	3.6	Crow's N. Coal	10	110	110	110	110
16	7¾	•	...	Davis Leather A	160	8½	8¾	8¾	8½
35	27½	1.20+*.50		Distill-Seagram	7130	33¾	33¾	32¾	32¾
99	89	5.00	5.1	Dom. Ang. Inv. p	150	99	99	99	99
44½	31	1.30+*.10		Dom. Bank	635	43½	43½	42¾	43
20¾	15½	*.30	...	Dom. Bridge N.	5716	18¾	19¾	18¾	19¾
11	6	.	...	Dom. Coal. pref.	1065	10½	11	10¾	10¾
6½	4½	.	...	Dom. Dairies	108	6	6	5½	5½
17	14	•	...	Do. pref.	135	15½	15½	15½	15½
25½	21	.60+*.40		Dom. Engineer.	100	23¾	23¾	23¾	23¾
18¾	13¾	.60	3.2	Dom. Fdry.	3555	18½	18¾	18½	18½
105½	99½	4.50	4.3	Do. 4½% pref.	5	105½	104	104	104
45	35½	.80+‡.62½		Dom. Glass	100	37	38	38	38
18	15¾	.70	4.1	Do. pref.	150	17½	17½	17½	17½
15½	11½	♦♦*.50		Dom. Magnes.	6495	13¾	13¾	13	13¾
38	27½	1.60+*.40		Dom. Oilcloth	490	35	36	35	36
18	11½	*.50+.25		Dom. Scot. Inv.	225	17¾	18	18	18
52	46	2.50	4.8	Do. pref.	25	49¾	52	51¾	52
80	66	4.00+*1.00		Dom. Square	95	80	80	80	80
18½	9¾	1.00	6.0	Dom. St. & C.	7610	16¾	16¾	16½	16¾
32	18½	.80	2.7	Dom. Stores	1713	30¾	31	29	30
10¾	7½	.40	4.0	Dom. Tar & Ch.	11740	10½	10½	9¾	10½
24	20½	1.00	4.3	Do. pref.	950	23	23½	23	23½
7¾	6	•	...	Dom. Textile	4939	7¾	7¾	7½	7¾
145	135	7.00	4.9	Do. pref.	15	145	144	144	144
3½	2	.	...	Dom. Woollens	200	2	2½	2½	2½
.40	.35	.	...	Donnell & Mudge	25	.35	.40	.40	.40
27½	15½	1.20+‡.20		Donohue Bros.	1660	26	27	25½	26
26	18½	.	...	Dow Brew.	1155	25	25½	25	25½
35½	24½	♦♦*.10	..	Du Pont of Can.	7127	27½	29¾	27½	29½
96	90	.	...	Do. pref.	15	94	95	95	95
6½	3¾	.	...	East. Steel	50	4.60	4.50	4.50	4.50
32	25	1.00+‡.50		Economic Inv.	40	32	31¾	31	31
33½	22	1.00	3.1	Eddy Paper	745	31¾	32	31½	32
13½	9¾	▲1.00	..	Electrolux	375	11	10¾	10½	10¾
8	7	.40	5.7	Enam. & Heat.	40	7	7	7	7
39	20	*.65	..	Equitable Life	89	37¾	35	34	34
28¾	19	1.50+*.10		Fam. Players	1860	28¾	28¾	28	28¾
29½	20	▲1.50	..	Fanny Farmer	440	27	27¾	27	27
30	19	.	..	Federal Grain	60	27½	26½	26	26
29½	26	1.40	4.9	Do. pref.	25	29	28½	28½	28½
2.55	1.15	.		Fleet Mfg.	4365	1.65	1.75	1.65	1.65
110¾	63¾	3.00+*1.25		Ford Motor A	1542	107	108	106	107
56	30	.	...	For. Pr. Secs.	5	55	56	56	56
21½	12	‡.17½+*.10		Foundation Co.	1555	19½	19½	19	19½
24¾	15½	1.00	4.1	Fraser Cos.	5425	24	24¾	23½	24½
94	80	4.50	4.8	Freiman pref.	40	94	93	93	93
29	20¾	1.20	4.3	Gatineau Pwr.	1715	27½	28	27½	27¾
112	104	5.00	4.5	Do. pref. 5%	45	111	110	110	111
115	108½	5.50	5.0	Do. 5½% pref.	20	111	111	111	111
8½	5	.20	2.5	Gen. Bakeries	1630	7¾	8	7¾	8
76½	35	*▲3.25+‡1.00		Gen Dynamics	4880	69	76½	69	73½
93½	55	*▲5.00	..	Gen. Motors	430	89½	93½	90	93½
47	42½	‡stk	...	Gen. Products A	50	42½	42½	42½	42½
16½	10½	‡.10	...	Gen. St. Wares	420	11½	11	10¾	11
105	99	5.00	4.9	Do. pref.	100	104	103	103	103
180	97	4.00+*2.00		Goodyear Tires	20	165	165	164	164
53½	48½	2.00	3.8	Do. pref.	25	53	53½	53½	53½
8	6½	.50	7.0	Gord. MacKay A	310	7½	7½	6¾	7
30¾	18¾	1.60	5.3	Gt. Lakes Pap.	3888	29½	30	29¾	30
5.65	3.95	.	...	Gt. North Gas	725	5.00	5.40	5.15	5.40
9½	5	.50	6.7	Gt. West Coal A	100	7½	7½	7½	7½
8½	4½	*.25	...	Do. B	825	5½	6	5¾	6
18½	13½	.60	3.3	Guaranty Trust	160	18	18½	18½	18½
64½	45½	▲2.00+*●		Gulf Oil	25	61	64¾	64¾	64¾
28	20½	1.60	5.7	Gurney Pr. pref	100	25	28	28	28
52	32¾	‡1.20	..	Gypsum, Lime	580	52	52	51¾	52
38½	33	1.50	4.4	Hayes Steel	5	33½	34	34	34
55	27½	1.40	2.5	Hinde & Dauch	540	53½	55	52	55
10	9½	.50	5.0	Horner, F. W. A	50	9¾	10	10	10
29	19¾	1.00	3.5	H. Smith Pap.	2993	28½	29	28¾	28¾
52½	44½	2.00	3.9	Do. pref.	30	51¾	51½	51½	51½
31½	23	1.28	4.1	H. & E. M. 20% p	75	30½	31½	31½	31½
7	4	*.30	...	Hydro Electric	5	6½	6½	6½	6½
49¾	36½	1.20+*.30		Imperial Bank	1736	48½	49½	48½	48½
80	43	1.50	2.0	Imperial Life	45	73	74	73	74
40	28	*.45	...	Imperial Oil	19772	38¾	39½	37½	39
11	9	.40+*.07½		Imperial Tob.	9800	10½	10½	10½	10½
7½	6	6%	4.2	Do. 6% pref.	400	7	7½	7	7
55½	34½	2.50	4.7	Indust. Accept.	2968	53	54½	53	53½
53½	34½	1.50	2.8	Do. 5% $1.50 p.	200	51¾	53½	53½	53½
53¾	39	2.00	3.8	Do. 5% p.$40p.	115	52½	53½	53	53
12½	7	†.40	...	Inglis, John	81532	8	10½	9	10½
2.10	.03	.	...	Do. rts.	13029	.45	2.10	1.00	2.10
3½	3	.	...	Inland Nat. Gas	9850	3.20	3.10	2.95	3.10
6	3	*.10	...	Inter. Bronze	50	3.75	3.75	3.75	3.75
18	15	1.50	8.8	Do. pref.	163	17½	17½	17	17
38	29	1.60+*.40		Int. Metal Ind. A	105	35	34½	34½	34½
105	96	4.50	4.3	Do. pref.	10	105	104½	104½	104½

Mining Stocks

Week Ended Dec. 24

Oil Stocks

(Continued on next page)

STOCKS NOT TRADED THIS WEEK

Mining Stocks

Oil Stocks

Unlisted Stocks

(Compiled by Intercity Securities Corporation Limited, Toronto)

December 27, 1954

	Bid	Asked
Alexander Bldg. Corp.	5.00	8.00
Algoma C. & H.B. com.	11.75	12.50
Do. pfd.	1.25	....
Allens Toronto Units	43.00	....
Anglin Norcross pfd.	.50	....
Anglo Can. Telephone A	12.15	12.75
Argus Corp. 2nd pfd.	49.75	50.50
Ash Temple com.	2.00	3.00
Bowes Ltd. 1% pfd.	.65	.75
Brinton Peterboro Carpet	....	46.00
B. C. Sugar	99.00	101.00
Brit. Mtge. & Trust	210.00	217.00
Brockville Trust & Sav.	62.00	65.00
Can. Crushed St. 6% pfd.	94.50	....
Can. Cons. Grain com.	5.00	8.00
Can. Cons. Grain Units	88.00	....
Can. Foreign Sec.	10.75	12.00
Can. Delhi Pete	9.00	10.00
Can. Foreign Invest.	27.00	....
Can. Motor Lamp	20.25	22.00
Can Refractories pfd.	94.00	....
Can. West Nat. Gas pfd.	18.25	19.00
Capital Wire Cloth com.	14.00	....
Carlton Club	110.00	....
Chase, Dr. A. W. com.	1.35	....
Colonial Stmshp. com.	190.00	215.00
Do. pfd.	67.00	71.00
Commercial Life 10% pd.	13.00	....
Concourse Bldg. V.T.	45.00	....
Cons. Toronto Land W.	.25	....
Crown Life Insce.	1,800.00	1,900.00
Deben. & Sec. 6% pfd.	90.00	93.50
Detroit Internat. Bridge	17.00	18.00
Dom. Can. Gen. Insce.	500.00	....
Dom. Linseed pfd.	3.00	....
Dom. Manufacturers pfd.	90.00	....
Do. com.	1.25	....
Dom. Royalty Corp.	.48	.55
Dover Industries	9.25	9.65
Empire Accep. Div. 30c	6.25	7.50
Essex Packers com.	2.00	2.40
Do. pfd.	35.50	....
Galt Brass	38.50	....
Goderich Elev. & Transit	21.00	22.00
Granite Club	14.00	14.75
Gt. Br. & Can. Inv. com.	5.00	6.00
Do. pfd.	110.00	....
Gt. Lakes Power com.	13.00	13.50
Gt. West Life Assce.	192.00	196.00
Guarantee N. Amer. f. pd.	410.00	430.00
Do. 20% pd.	84.50	....
Halifax Insurance	12.75	13.75
Heaps Waterous	2.00	2.50
Highland Dairy pfd.	43.00	....
Homewood Sanitarium	91.00	95.00
Hudson's Bay Co.	19.75	20.25
Humber Amusement Pier	.31	....
Humberstone Shoe	12.50	14.00
Ingersoll Mach. Tool B	5.00	....
Ingram & Bell pfd.	104.00	....
Indust. Mtge. & Trust	68.00	....
International Holdings	17.50	18.75
Jenkins Bros. com.	35.00	....
Lambton Golf Club	200.00	....
Lambton Loan, Sarnia	79.50	....
Lawson & Jones 1% pfd.	.65	....
Lond. Can. Inv. $3.00 pfd.	47.00	50.00
Do. A	37.50	....
London Life Assce.	62.00	....
Manufacturers Life Insce.	150.00	155.00
Maxwell Ltd. $6.00 pfd.	76.00	80.00
Medical Arts Bldg., Tor.	43.50	45.00
Monarch Life 40% pd.	175.00	....
Morrow Screw & Nut	38.00	....
Nat. Sewerpipe new pfd. (with bonus com.)	12.75	....
New Brunswick Tel.	12.50	....
Niagara L. Arch Bridge	62.00	65.00
Northern Telephone	1.95	2.10
Oakville Golf Club	20.00	30.00
Oakville Wood 6% pfd.	89.00	94.00
Para. Oshawa Theatres	12.50	....
Park Lawn Cemetery	1.35	....
Pembina Pipe Line com.	11.60	12.00
Do. 5% pfd. ex com.	46.40	47.00
Prairie Royal. Trust Units	2.25	....
Prudential Trust	16.00	....
Reliance Pete A & B	20.50	....
Do. pfd.	42.00	....
Ritchie Cut Stone pfd.	13.25	....
Rob. Jones Whitman pfd.	60.00	25.00
Royal Oak Dairy B	2.75	....
Saskatoon Pipe Line	8.25	9.50
Sawyer Massey com.	3.25	4.50
Second Stand. Royal pfd.	.03	.04
Sincennes McNaugh. Line	3.25	....
Skyway Drive-In Theatre	1.25	2.00
Sover. Life 25% pd.	70.00	75.00
Stanfields A & B	10.50	....
Standard Fuel pfd. Div. $2.25	35.00	36.50
Do. com.	2.00	2.75
Summit Golf	18.00	25.00
Sun Life Assce.	242.00	246.00
Toronto London Inv.	2.20	2.50
Union Accept. 6% pfd. (with warr's. for com. at $11.00)	24.00	25.50
Union Accept. Warrs. (for com. at $11.00)	4.00	4.75
United Can. Shares	14.50	15.50
United Steel 6% pfd.	26.00	27.00
Universal Cooler pfd.	85.00	90.00
Waterloo Mfg.	8.50	9.00
Western Assce.	122.00	....
Wood Alexander 6% pfd.	85.00	90.00

By Kippen & Company Inc., Montreal

	Bid	Asked
Algoma C. & H. B. Rly. c.	11.75	12.50
Beauharnois Lt., Ht. & P.	30.00	....
Calgary Power	27.00	....
Cons. Theatres A	7.40	7.90
Do. B	3.50	4.00
Cuban Canadian Sugar	10.00	14.00
Dupuis Freres pfd.	23.00	24.50
Foreign Power pfd.	53.00	55.00
Guarantee Co. of N. Am.	430.00	435.00
Guardian Realty	1.00	....
Hart Battery com.	8.00	10.00
Hudson's Bay Co. (new)	19.50	20.25
London Canadian A	38.00	....
Maritime Teleg. & Tele.	18.00	19.00
Mont. City & Dist. S. Bk.	49.00	51.00
New Brunswick Tele.	12.50	13.50
S. Nord Chemical Co.	.70	....
N. S. Light & Power	28.00	....
Ont. & Que. Rly. 5% c. s.	122.00	126.00
Provincial Bank of Can.	25.00	26.00
Prudential Trust Co.	15.00	18.00
Sherbrooke Trust Co.	150.00	....
Strategic Materials	4.00	5.00
Sun Life Assurance Co.	243.00	249.00

Significant Investors' Index Numbers

	Mach. and equip.	Pulp and paper	Milling	Oils	Textiles and clothing	Food and allied prod.	Beverages	Bldg. mater.	Power and traction	Banks	Total utilities	Total co's
No. of Securities	11	9	3	5	10	14	10	15	9	8	14	101
*1953 to date:												
High	563.3	836.0	160.6	178.6	410.5	152.0	526.5	387.9	164.5	229.7	183.0	208.5
Low	69.7	51.6	61.2	41.2	78.4	79.5	79.3	66.7	60.2	60.0	62.5	61.1
1954 Monthly Figures:												
Jan.	395.3	562.6	129.3	126.1	168.8	122.9	434.5	283.6	131.5	185.5	149.1	157.4
Feb.	418.4	589.4	129.9	136.3	158.4	123.6	447.9	286.8	134.0	189.6	151.9	163.2
Mar.	432.8	596.4	131.1	136.4	166.3	123.8	440.0	285.2	137.2	192.5	153.3	165.0
Apr.	458.8	628.5	133.9	145.4	163.1	124.6	453.6	298.6	145.0	195.4	159.5	173.6
May	474.2	679.8	137.6	147.6	153.2	133.0	476.4	322.8	152.6	204.0	162.4	179.5
June	469.1	685.1	134.0	142.8	151.4	136.8	474.5	321.7	151.8	212.2	167.2	180.5
July	503.6	718.4	138.3	138.2	151.6	135.5	480.1	331.4	156.4	216.4	169.4	182.3
Aug.	520.8	744.3	145.4	142.1	161.2	142.6	497.6	348.5	156.7	217.3	170.2	187.0
Sept.	510.7	750.1	151.9	145.0	154.1	144.5	509.4	347.6	159.0	215.0	170.4	189.5
Oct.	499.0	740.0	156.8	150.8	167.0	144.9	500.0	342.7	158.8	217.4	171.4	190.2
1954 Weekly Figures:												
Nov. 4	513.0	761.7	160.6	158.3	169.3	149.5	507.5	341.6	156.5	221.5	171.0	196.2
Nov. 11	522.0	782.0	158.9	157.9	168.7	150.9	525.8	353.6	154.7	225.3	174.0	199.2
Nov. 18	528.4	800.0	155.3	157.2	171.6	151.3	519.4	365.4	156.5	225.7	174.9	199.7
Nov. 25	529.4	813.4	158.8	160.3	171.0	152.0	526.5	374.1	158.9	224.5	175.5	202.9
Dec. 2	543.6	805.2	157.1	158.4	171.3	148.8	517.0	374.3	156.9	221.2	177.6	202.2
Dec. 9	544.5	818.5	158.9	164.3	172.2	151.2	521.1	380.5	161.2	223.0	180.4	205.2
Dec. 16	546.9	830.2	155.1	161.9	173.3	150.4	526.3	383.9	164.5	228.7	180.7	205.8
Dec. 23	563.3	836.0	156.1	166.2	175.4	150.6	519.1	387.9	164.1	229.7	183.0	208.5

*High and low for year from 1935 to date inclusive are based on weekly figures issued by the Dominion Bureau of Statistics.

Toronto Stock Exchange Index

	20 Indus.	20 Golds	15 B.M.	15 W.O.
Dec. 27	376.63	81.19	159.55	97.85
Dec. 24	375.23	80.97	159.02	98.13
Dec. 23	375.27	80.71	158.66	98.42
Dec. 22	374.67	80.44	158.92	98.31
Dec. 21	374.06	80.06	158.17	97.50
Month Ago	372.83	77.07	156.88	92.33
Year Ago	312.32	66.63	138.78	84.39
1954 High	376.63	81.55	160.09	102.11
1954 Low	311.85	67.74	136.96	83.06

Montreal Stock Exchange Averages

	10 Util.	20 Indus.	30 Com.	10 Pprs.	15 Golds
Dec. 27	118.4	244.3	202.4	1133.44	68.72
Dec. 24	118.4	242.7	201.3	1130.54	68.57
Dec. 23	118.5	243.5	201.8	1128.62	68.37
Dec. 22	119.0	243.1	201.8	1128.51	67.46
Dec. 21	118.9	243.5	201.9	1125.53	66.91
Mon. Ago	116.1	238.9	197.8	1105.50	64.89
Year Ago	92.8	183.7	153.3	767.98	49.33
1954 High	119.0	244.3	202.4	1133.44	68.72
1954 Low	92.4	182.0	153.4	767.09	48.69

Dow-Jones Closing Stock Averages

	30 Indus.	20 Rails	15 Util.	65 Stocks
Dec. 27	393.88	143.84	61.37	147.07
Dec. 24	.....	.....	.....	.....
Dec. 23	397.15	144.76	61.51	148.05
Dec. 22	397.07	144.11	61.25	147.73
Dec. 21	398.11	144.12	61.38	147.99
Month Ago	388.51	133.04	60.87	142.52
Year Ago	279.91	94.60	52.12	105.78
1954 High	398.11	144.76	61.65	148.05
1954 Low	279.87	94.84	52.22	106.03

Government Bonds

Dec. 28, 1954

(Supplied by Investment Dealers' Assoc. of Canada)

%	Due	Bid	Ask
Govt. of Canada Bonds:			
3	Jan. 1959	100¾	101
3	June 1960	101¼	101½
3	Feb. 1962	101¼	101½
3	Oct. 1963	101¼	101½
3	Sept. 1966	100¾	101
3¼	June 1966	101¼	101¾
3	Perpetual	†94½	95½
2¾	June 1968	97½	98¼
3¾	Jan. 1975/78	107	108
3¼	June 1974/76	100	100¾
Cdn. Nat. Railways:			
3	Jan. 1959	100	100¾
4½	Feb. 1955	■102½	103
4½	June 1955	■101¼	101¾
2¾	Jan. 1967	97	98
3	Jan. 1966	100	101
2¾	Sept. 1969	97	98
4½	July 1957	♦105½	106
Govt. of C. Guaranteed Bds.:			
Cdn. Nat. W. Ind. S.S.:			
5	Mar. 1955	100¼	100¾
Grand Trunk Pacific Rly.:			
3	Jan. 1962	■101	103
4	Jan. 1962	■106½	108½
Prov. Govt. Bonds			
Alberta:			
2¾	Mar. 1970	96	98
British Columbia:			
4½	Jan. 1969	♦112	115
3	Dec. 1960	99½	100½
3	June 1964	99	100
5	Sept. 1959	♦109	111
B. C. Power Comm.:			
3	Oct. 1967	96½	98½
Manitoba:			
4	Dec. 1957	♦103	105
5	Dec. 1959	■109	111
5½	July 1958	106	108
3	Oct. 1965	97½	99
4½	Dec. 1956	♦103	105
New Brunswick:			
4½	Apr. 1961	♦107	109
2¾	June 1966	92¾	94¾
3½	May 1957	99½	101
3½	Sept. 1965	98½	100½
Nova Scotia:			
4½	Nov. 1960	♦107	109
5	Mar. 1960	♦109	111
3½	June 1963/65	99	100½
3	June 1956/58	98½	100½
2¾	June 1965/68	93	95
Ontario:			
2¾	Nov. 1965/68	95	96
4	June 1962	■107	109
4½	Jan. 1962	♦108½	110½
2¾	July 1967/76	92	94
3	Nov. 1963/65	99½	100
5	May 1959	■109	111
Ont. Hydro Commission:			
4	Aug. 1957	■103	105
2¾	Oct. 1965/68	93½	95½
3	Dec. 1963/65	99	99¾
3	Nov. 1967/69	97	98
Prince Edward Island:			
3	Oct. 1965	95	97
Quebec:			
3½	Mar. 1954/59	100½	101¼
4½	Aug. 1958	103	105
4½	Jan. 1963	107½	109½
3	Sept. 1962/64	98½	100
Quebec Hydro Commission:			
3	Feb. 1969/73	95½	97½
3	Dec. 1958/60	99½	100¾
Saskatchewan:			
4	Nov. 1955/60	100	101½
5	Aug. 1958	105	107
4½	Mar. 1960	♦107	109
5	Dec. 1959	♦109	111
3	Mar. 1963	98	99½
3½	Nov. 1960/62	98½	100
3¾	Oct. 1962/65	100	102
Newfoundland:			
4½	July 1964	104	106

■Payable Can., N.Y. or £.

♦Payable Can. or N.Y. †Callable on or after Sept. 15, 1966.

Volume of Stock Sales

	Montreal	Toronto	Calgary	Vancouver	New York
Dec. 27	383,500	4,014,000	146,421	......	4,250,000
Dec. 24	75,400	1,569,000	52,710	42,845	......
Dec. 23	337,100	3,811,000	109,000	129,575	4,450,000
Dec. 22	322,200	4,439,000	200,478	146,855	4,710,000
Dec. 21	307,600	4,254,000	166,961	162,146	4,910,000

Stock Redemptions

Company:	Rate	Date	Price
*Interprovincial Brick Co Ltd., cl A & B cum. pf. $100 par	8%	Dec. 31	■$105.00
‡Toronto Brick Co. Ltd., cum. 1st pfd. $10 par	5%	Jan. 28	■$10.50

■Plus accrued dividends.

*All outstanding.

‡60%.

Company Meetings

Date	Company	Place
Jan. 5	Cdn. Petrofina Ltd.	Montreal
Jan. 5	Liberal Pet.	Edmonton
Jan. 10	So Am. Gold & Plat.	New York
Jan. 11	Banque Cdn. Nat.	Montreal
Jan. 13	Laurentide Accept.	Windsor
Jan. 13	Royal Bank	Montreal
Jan. 14	John Labatt Ltd.	London
Jan. 18	Mercantile Bank	Montreal
Jan. 20	Manufacturers Life Ins.	Toronto
Jan. 26	West Can. Brew.	Vancouver
Jan. 27	B C. Forest Prod.	Vancouver
Jan. 28	O'Brien G. M.	Montreal

Oil Stocks (Continued)

1.80	1.00	.....	....	Krov	11,100	1.05	1.10	1.05	1.10
4.15	.93	.....	....	Liberal	80,273	3.40	3.50	2.80	3.30
.18	.06½	.....	....	Long Is. P.	13,900	.08½	.09	.08	.08
.56	.26	.....	....	Marigold	17,700	.32	.35	.30	.31½
.37	.17	.....	....	Marwayne	9,800	.12½	.12	.12	.12
.15	.06	.....	....	Mercury	1,000	.08	.07	.07	.07
8.85	5.80	.....	....	Merrill Pet.	21,440	8.05	8.85	8.05	8.75
.67	.38	.....	....	Midcon	24,840	.40	.42½	.39	.39
.45	.18	.....	....	Mill City	37,800	.21	.22	.20	.22
.23	.10	.....	....	Montoco	21,500	.12	.15	.10	.10
.40½	.13	.....	....	Naco	2,000	.20	.21	.21	.21
2.16	1.40	.....	....	Nat. Pet.	3,000	1.60	1.59	1.50	1.56
1.59	1.00	.....	....	N. Bristol	37,140	1.24	1.25	1.17	1.20
2.70	1.70	.....	....	N. British	4,600	2.45	2.45	2.33	2.40
1.29	.45	.....	....	N. Concord	11,902	.65	.64	.62	.62
.76	.36	.....	....	N. Cont.	76,100	.46	.46	.42	.45
.30	.11½	.....	....	N. Davies	22,100	.13½	.21	.12½	.20
.21½	.07½	.....	....	N. Devon	10,500	.09½	.10	.08	.10
.07½	.03¾	.....	....	N. Pacalta	4,500	.04	.04½	.03½	.03½
4.25	2.00	.....	....	N. Superior	8,434	2.12	2.29	2.15	2.22
5.65	1.78	.....	....	North Can.	10,200	3.95	4.40	3.90	4.40
.11	.03	.....	....	Oil Select	15,500	.05	.05	.04½	.04½
1.96	1.15	.....	....	Okalta	2,400	1.30	1.34	1.30	1.35
13.50	6.20	.....	....	Pac. Pete	16,574	11.75	13.00	12.00	12.12½
.46	.25	.....	....	Pan West	23,000	.29	.35	.30	.33
5.00	2.95	.....	....	Parker Drill	250	3.30	3.75	3.40	3.75
1.00	.37	.....	....	Pathfinder	25,367	.43	.48	.42	.42
9.20	3.30	.....	....	Peace River	13,485	8.10	8.45	8.15	8.40
1.90	.75	.....	....	Peruvian	24,550	1.96	1.85	1.68	1.78
.62	.35½	.....	....	Petrol O.	12,700	.37	.39	.36	.38
1.95	1.15	.....	....	Phillips Oil	1,800	1.40	1.35	1.30	1.30
1.36	.60	.....	....	Ponder	15,750	.69	.70	.65	.70
.40	.12	.....	....	Poplar	5,500	.24½	.29	.22	.29
3.00	1.45	.....	....	Prairie	6,496	2.05	2.15	2.00	2.15
.80	.05½	.....	....	Que. Oil Dev	11,400	.06	.07	.05½	.07
.12	.07	.....	....	Reef Pet.	25,471	.07	.08½	.07	.07½

.74	.33	.....	....	Rio Prado	59,273	.34	.40	.33	.39
.21	.09½	.....	....	Roxana	10,800	.11	.11	.09½	.11
.14½	.06	.....	....	Royal Can.	6,000	.06½	.07	.06½	.06½
14.50	10.00	.....	....	Royalite	2,815	12.25	12.00	11.87½	11.87½
30.00	27.00	**2.21½	....	Do. 5¼% Pfd.	305	30.00	30.00	29.00	29.50
4.05	1.50	.....	....	Sapphire	62,255	3.80	4.00	3.85	3.85
1.15	.80	.....	....	Scurry R.	40,400	1.00	1.08	.93	1.07
2.50	1.55	.....	....	Security	9,300	1.80	1.80	1.71	1.75
.80	.30	.....	....	Souris Val.	5,700	.35	.36	.32	.36
.30	.07½	.....	....	Sparmac	12,098	.20	.28	.20	.28
.28	.12	.....	....	Spooner	7,300	.16	.15½	.15	.15
.98	.36	.....	....	Stanwell	7,767	.55	.52½	.50	.52
.39	.23	.....	....	Sunset	2,000	.26	.26	.26	.26
1.63	.90	.....	....	Texas-Cal.	1,900	1.30	1.20	1.11	1.15
2.55	1.55	.....	....	Trans. Emp.	4,692	1.78	2.02	1.73	1.95
.65	.30	.....	....	Trans-Era	10,000	.33	.32	.31	.31
.1?	.07	.....	....	Trend	1,000	.10	.10	.09½	.09½
4.50	2.55	.....	....	Triad	77,645	4.25	4.50	4.20	4.20
.95	.30	.....	....	Trican P.	5,500	.31	.33	.30	.30
.84	.58	.....	....	Tri-Tor	13,356	.63	.65	.62	.62½
1.48	.72	.....	....	United Oils	36,700	1.03	1.04	.99	1.02
.33	.15	.....	....	Vanalta	2,000	.20	.21	.20	.21
.80	.15	.....	....	Van Ter	21,000	.48	.44	.42	.44
.50	.22	.....	....	Vulcan	700	.22	.28	.28	.28
.76	.55	.....	....	W'burne	4,100	.68	.70	.68	.69½
.33	.12	.....	....	West. Terr.	5,700	.17	.18	.15½	.17
.19½	.10	.....	....	A. Ashley	31,010	.10	.12	.10	.12
5.80	3.80	.....	....	W. L'holdi.	4,600	4.75	4.85	4.50	4.65
.80	.37	.....	....	Wilrich	198,200	.39	.42	.38½	.39½
.14	.05½	.....	....	Y'ke Can.	11,200	.07½	.07½	.07½	.07
.96	.30	.....	....	Y'ke Prin.	18,300	.83	.81	.78	.81
.18	.07	.....	....	York Oils	1,600	.08	.08½	.08½	.08½

*U. S. Funds. ‡ Div. Deferred. ** Initial. • Paid in 1954.

‡‡ Payable in 1955.

Dividends Declared

	This payment $	Date payable	Date of record *
Abitibi Pwr. & Pap.	.30	Jan. 1	Dec. 1
Do. 4½% pf.	.28⅛	Jan. 1	Dec. 1
Acadia-Atl. Sug	.12½	Jan. 3	Dec. 10
Do. A	.30	Jan. 3	Dec. 10
Administration & Tr. Co.	1.00	Jan. 3	Dec. 22
Ad. Corp.	†.25	Dec. 31	Dec. 15
Alum. of Can. 4% pf.	.25	Mar. 1	Feb. 4
Do. 5¼%	1.31	Mar. 1	Feb. 4
Am. Cyanamid 3½% pfd.	†.87½	Jan. 3	Dec. 3
Do. 3¾% pfd.	†.93¾	Jan. 3	Dec. 3
Anglo-Cdn. Pulp	.50	Jan. 7	Dec. 15
Do. pfd	.70	Jan. 20	Dec. 30
Anglo-Huronian	.25	Jan. 26	Dec. 22
Anglo-Nfld. Dev.	.15	Jan. 4	Dec. 3
Anthes-Imp.	.30	Jan. 15	Dec. 24
Do.	.30	Apr. 15	Mar. 25
Do. Pfd. 6%	3.00	Feb. 1	Jan. 25
Do. Pfd. 6%	3.00	Aug. 1	Jul. 25
Argus Corp.	.20	Mar. 1	Jan. 31
Do. 4½ pf.	1.12½	Mar. 1	Jan. 31
Do. $2.40 2nd pf. Ser. A	●.60	Feb. 1	Jan. 14
Ash Temple 6% pf.	1.50	Jan. 2	Dec. 17
Ashdown Hdwe A	.15	Jan. 1	Dec. 10
Do. B	.12½	Jan. 1	Dec. 10
Assoc. Tel. & Tel. A	†1.00	Jan. 1	Dec. 1
At. Wholesal. A & B	.10+‡.10	Jan. 3	Dec. 15
Bk. of N. S.	.40+‡.20	Feb. 1	Dec. 31
Bk. of Toronto	.43¾	Feb. 1	Jan. 15
Barber-Ellis 7% pf.	1.75	Jan. 15	Dec. 31
Bathurst Pwr. & Pap. A	.75	Mar. 1	Feb. 1
Do. B	.75	Mar. 1	Feb. 1
Beatty Bros.	.10	Jan. 3	Dec. 15
Beaver Lumber	2.00	Feb. 1	Jan. 10
Beld.-Cort.	.10	Jan. 3	Nov. 30
Do. 7% Pf.	.17½	Jan. 3	Nov. 30
Belgium Stores 5% pf.	.25	Jan. 1	Dec. 15
Biltmore Hats	.10	Jan. 15	Dec. 30
Do. A	.25	Jan. 15	Dec. 30
Bell Tel.	.50	Jan. 15	Dec. 15
Bird. Construct.	.50+‡.50	Dec. 31	Dec. 15
Brazilian Tr.	.03+▲Stk. Div.	Jan. 5	Nov. 12
Do. 6% Pf.	1.50	Jan. 3	Dec. 15
T. G. Bright 5% pf.	.28⅛	Dec. 31	Dec. 15
Br. Am Oil	.21¼	Jan. 3	Dec. 3
Br. Amer. Ass. Cap.	●.94	Jan. 1	Dec. 28
B. C. Elec. 4% pf.	1.00	Jan. 3	Dec. 10
Do. 4¾% pf.	1.18	Jan. 3	Dec. 10
Do. 5% pf.	.63	Jan. 3	Dec. 10
Do. 4½% pf.	●.50	Jan. 3	Dec. 10
B. C. Forest	.10	Feb. 1	Dec. 31
B. C. Pwr. Corp.	.25	Jan. 15	Dec. 21
B. C. Tel	.50	Jan. 1	Dec. 17
Br. Mtge. & Tr.	4.00+‡2.00	Jan. 3	Dec. 15
Broulan Reef	.03	Dec. 30	Dec. 14
Building Prod.	.45	Jan. 3	Dec. 11
Burlington Stl.	.25	Jan. 3	Dec. 10
Burns & Co. A	1.50+‡.50	Jan. 29	Jan. 8
Do.	.50	Apr. 29	Apr. 8
Do.	.50	Jul. 29	Jul. 8
Do.	.50	Oct. 29	Oct. 8
Do. B	.50+‡.50	Jan. 29	Jan. 8
Do.	.50	Apr. 29	Apr. 8
Do.	.50	Jul. 29	Jul. 8
Do.	.50	Oct. 29	Oct. 8
Butterfly Hose 7% pf.	3.50	Jan. 31	Dec. 31
Calgary Pwr. 5% pf.	1.25	Jan. 3	Dec. 6
Campbell R. L. M.	.07½+‡.05	Jan. 28	Dec. 28
Canada Bread 5% B pf.	.62½	Jan. 3	Dec. 21
Can. Flooring B	.20	Jan. 3	Dec. 15
Can. Iron F'dries	.30	Jan. 3	Dec. 1
Can. Life Ass.	.75	Jan. 3	Dec. 15
Can. Nor. Pwr.	.15	Jan. 25	Dec. 20
Can. Perm. Mtge.	.65	Jan. 3	Dec. 15
Can. Steamships 5% Pf.	.31¼	Jan. 3	Dec. 3
Canadian Ad Corp.	.15	Dec. 31	Dec. 15
Cdn. Bk. of Comm.	.30	Feb. 1	Dec. 31
Cdn. Brew.	.31¼	Jan. 3	Dec. 8
Cdn. Bronze	.32	Feb. 1	Jan. 10
Do. 5% pf.	1.25	Feb. 1	Jan. 10
Cdn. Can	.50	Jan. 3	Dec. 1
Cdn. Cel.	.15	Dec. 31	Dec. 3
Do. $1.75 pf.	.43¾	Dec. 31	Dec. 3
Do. $1.00 pf.	.25	Dec. 31	Dec. 3
Cdn. Fairbanks-M. 6% pf.	1.50	Jan. 14	Dec. 31
Cdn. Gen. Elec.	1.00+‡2.00	Jan. 1	Dec. 15
Cdn. Gen. Invest.	.27½	Jan. 14	Dec. 31
Cdn. Gen. Sec. A & B	10.00	Jan. 3	Dec. 15
Cdn. Ice Mach. A	.20	Jan. 3	Dec. 15
Cdn. Ind.	.15	Jan. 31	Dec. 16
Do. 7½% pf.	.93¾	Jan. 14	Dec. 16
Cdn. Oil Co's 4% Pf.	1.00	Jan. 3	Dec. 3
Do. 5% Pf.	1.25	Jan. 3	Dec. 3
Do. 8% Pf.	2.00	Jan. 3	Dec. 3
Cdn. Pac. Rlwy.	.75	Feb. 28	Dec. 30
Do. 4% pf.	.2%	Feb. 1	Dec. 31
Cdn. Refractories 4½% pf.	1.12½	Jan. 15	Dec. 30
Cdn. Silk Prod. A	.20	Jan. 3	Dec. 1
Cdn. Vickers	.37½	Jan. 15	Dec. 31
Cdn. Westinghouse	.50	Jan. 3	Dec. 15
Cdn. W'bound	1.00+‡.85	Jan. 1	Nov. 2
Do. A	.37½+‡.85	Jan. 1	Nov. 2
Casmont Ind. 7% pf.	1.75	Jan. 4	Dec. 15
Castle-Treth. M	.10	Dec. 30	Dec. 1
Celanese Corp. 4½% pf. A	†1.12½	Jan. 1	Dec. 3
Do. 7% 2nd pf.	†1.75	Jan. 1	Dec. 3
Celtic Knit.	.50	Jan. 12	Dec. 15
Cent. Cdn. Invest.	.10	Jan. 3	Dec. 22
Do. 5% pf.	2.50	Jan. 3	Dec. 22
Chartered Tr.	.30	Jan. 3	Dec. 15
Chateau-Gai W	.50	Jan. 10	Dec. 27
B. J. Coghlin	.25	Jan. 31	Dec. 15
Col'wood Term.	.50+‡.50	Jan. 31	Jan. 10
Do. pfd.	.50+‡.50	Jan. 31	Jan. 10
Comb. Enterprises 5% pf.	1.25	Jan. 14	Dec. 28
C'wealth Int.	.11	Jan. 15	Dec. 31
Consol. Bak.	.50	Feb. 1	Jan. 4
Cons. Div. Std. Sec. pf.	.75	Dec. 31	Nov. 30
Cons. Mining & Smelt.	.40+‡.35	Jan. 15	Dec. 17
Cons. Pap.	.37½+‡.75	Jan. 24	Dec. 10
Consumers Gas	.20	Jan. 3	Dec. 15
Corporate Invest. A & B.	.06½	Jan. 15	Dec. 15
R. L. Crain Ltd.	.15	Dec. 31	Dec. 10
Do. 1% pf.	.00½	Dec. 31	Dec. 10
Crown Cork & Seal	.50	Feb. 15	Jan. 15
Crown Trust	1.25	Jan. 3	Dec. 17
Crown Zellerbach Corp.	†.50	Jan. 3	Dec. 10
David & Frere A	.75	Dec. 31	Dec. 15
Debent. & Sec. 6% pf.	2.50	Jan. 3	Dec. 20
Dome M.	.17½	Jan. 31	Dec. 30
Dom. Bank	.32½	Feb. 1	Dec. 31
Dom. Bridge	.10+‡.30	Feb. 25	Jan. 31
Dom. Fabrics	.10	Feb. 1	Jan. 15
Do. $1.50 2nd pf.	.37½	Feb. 1	Jan. 15
Dom. Corset	.20	Jan. 1	Dec. 10
Dom. F'dries & Stl.	.15	Jan. 3	Dec. 10
Do. 4½% pfd.	1.12½	Jan. 15	Dec. 24
Dom. Glass	.20+‡.62½	Jan. 14	Dec. 28
Do. pfd. 7%	.17½	Jan. 14	Dec. 28
Dom. Life Ass.	3.00	Dec. 31	Dec. 27
Dom.-Scot. Inv.	.25+‡.25	Dec. 31	Dec. 13
Dom. Square	1.00	Jan. 15	Dec. 22
Dom. Steel & Coal	.25	Jan. 25	Dec. 22
Dom. Tar & Chem.	.10	Feb. 1	Jan. 3
Do. $1 pf.	.25	Jan. 3	Dec. 1
Dom. Textile 7% pf.	1.75	Jan. 14	Dec. 15
Donohue Bros.	‡.20	Jan. 19	Jan. 4
Du Pont of Can.	.20	Jan. 31	Dec. 31
Do. 7½% pf.	.93¾	Jan. 14	Dec. 31
East. Bak. 4% pfd.	1.00	Jan. 15	Dec. 31
East Mal.	.10	Jan. 17	Dec. 17
Easy Washing	.05+‡.20	Jan. 3	Dec. 20
Econ. Inv Tr	.25+‡.50	Dec. 31	Dec. 13
Enam. & Heat.	.10	Jan. 31	Dec. 31
Ensign Ins. 60% pd.	1.80	Jan. 3	Dec. 30
Erie Flooring A	.30	Dec. 31	Dec. 15
Do. B	.10	Dec. 31	Dec. 15
T. H. Estabrooks 4.16% pf.	.26	Jan. 15	Dec. 15
Fanny Farmer	†.37½	Dec. 31	Dec. 15
Fed. Grain	●1.00	Jan. 3	Dec. 15
Fibre Prod. 5% pf.	*	Dec. 31	..
Fittings Ltd. A	.30	Jan. 1	Dec. 6
Foundation Co.	.17½	Jan. 21	Dec. 31
Fraser Cos.	.25	Jan. 24	Jan. 7
Gat. Pwr.	.30	Jan. 1	Dec. 1
Do. 5% pf.	1.25	Jan. 1	Dec. 1
Do. 5½% pf.	1.38	Jan. 1	Dec. 1
Gen. Bakeries	.10	Jan. 15	Dec. 23
Gen Dynamics	†1.00	Jan. 10	Dec. 14
Gen. Elec.	†.40	Jan. 25	Dec. 17
Gen. Prod A & B	▲▲Stk. Div.	Jan. 14	Dec. 30
Gen. Stl. Wares	.10	Feb. 15	Jan. 14
Do. 5% pf.	1.25	Feb. 1	Jan. 4
Gen. Pet. Ord. & A	.10	Jan. 5	Dec. 15

Market Comment

What stocks and bonds are doing and what prominent observers say

After a weak post-Christmas opening, New York was turning strong again at midweek with industrial and rail averages pushing on to new all-time highs. Some strength was believed to stem from increasing likelihood of France's ratification of re-arming of West Germany.

Prolonged holidays among northern mining crews and Ontario promotional interests slowed down the speculative market to a walk at midweek. But public interest remains at fever heat and any reports of promising drill holes will set the market boiling again. News of an exceptionally rich copper drill-hole in the Temagami area (possibly the richest ever pulled in Canada) could result in opening yet another speculative mining camp in the province.

* * *

HOWARD N. CRANN; Ross, Knowles & Co. (Toronto)

In an appraisal of the outlook for industrial stocks, which we made for this column some months ago, we could point to no major near-term obstacles in the path of the market, or any apparent slackening of investment demand. As the new year approaches, however, the outlook is less clear. Business generally should be very good in 1955, but there are negative forces building up which may tend to slow the market's advance and make it more reactionary.

The more obvious of these is the level of stock yields which, while not dangerously low, is not particularly encouraging to other than the long term investor. Other negative factors include the possibility of a moderately tighter rein on credit in the United States.

Subject to this cautionary note, the year ahead should offer further opportunities for profitable investment. Attractive issues will not be as easy to find, but good values still exist for the investor prepared to spend the time and effort necessary to uncover them.

* * *

Dividends Declared (cont'd)

	This payment $	Date payable	Date of record *
Goderich Elev.	.50+‡.25	Jan. 3	Dec. 20
Goodyear Tire	1.00	Dec. 31	Dec. 10
Do. 4% pf.	.50	Jan. 31	Jan. 10
Grand & Toy	.15+‡.10	Dec. 31	Dec. 17
Gt. Br. & Can. Inv. Corp. pf.	2.50	Dec. 30	Dec. 15
Gt. Lakes Pap.	.40	Jan. 10	Dec. 15
Do. B	.30	Dec. 31	Dec. 15
Gt. Yellowknife	.20	Jan. 14	Dec. 15
Gt. Lakes Pr. 5% pf.	.31¼	Dec. 30	Dec. 1
Gt. West Life Ass.	.50+‡.50	Jan. 3	Dec. 24
Gt. West Sad.	.50	Dec. 31	Dec. 16
Greening Wire	.05	Jan. 3	Dec. 15
Guaranty Tr.	.15	Jan. 15	Dec. 31
Gurney Prod. $1.60 pf.	.40	Feb. 1	Jan. 17
Gypsum Lime	.60	Mar. 1	Feb. 1
Do.	.60	Jun. 1	May 2
Hahn Brass	.25	Jan. 1	Dec. 10
Do. pfd. A	.20	Jan. 1	Dec. 10
Do. 5% pf.	1.25	Feb. 15	Feb. 4
Harding Carp.	.15	Jan. 3	Dec. 15
Hendershot Pap.	.25	Jan. 3	Dec. 14
F. W. Horner A	.12½	Jan. 3	Dec. 1
How. Smith Pap.	.25	Jan. 31	Dec. 31
Do. $2 pf.	.50	Jan. 31	Dec. 31
Hubbard Felt A	.75	Jan. 1	Dec. 8
Hughes-Owens A	.20	Jan. 15	Dec. 15
Do. B	.10	Jan. 15	Dec. 15
Do. 6.4% pf.	.40	Jan. 15	Dec. 15
Huron & Erie Mtge.	1½%	Jan. 3	Dec. 15
Husky Oil 6% pf.	.75	Jan. 1	Dec. 15
Hydro-Elec. Sec. 5% pf.	.25	Feb. 1	Dec. 31
Imp. Bank	.30	Feb. 1	Dec. 31
Imp. Life	.37½	Jan. 1	Dec. 20
Imp. Tobacco	.10	Dec. 31	Nov. 30
Do. 4% pf.	.25	Feb. 1	Dec. 31
Ing. Mach. & Tool A	.12½	Jan. 3	Dec. 15
Inter-City Bak.	.20	Dec. 31	Dec. 15
Do.	‡.25	Jan. 31	Jan. 14
Int. Bronze 6% pf.	.37½	Jan. 14	Dec. 15
Int. Metal Ind. A	.40	Jan. 4	Dec. 17
Do. 4½% pf	1.12½	Jan. 4	Dec. 17
Int. Milling 4% A pf.	†1.00	Jan. 15	Dec. 31
Int. Paints A & B	.25	Jan. 14	Dec. 17
Do. 6% pf.	.60+‡.25	Jan. 14	Dec. 17
Int. Nickel 7% pf.	†1¾%	Feb. 1	Jan. 3
Int. Power	.60	Jan. 15	Dec. 15
Int. Util. $1.40 pf.	†.35	Feb. 1	Jan. 14
Interprov. Brick A	2.00	Dec. 31	Dec. 31
Do. B	2.00	Dec. 31	Dec. 31
Invest. Found.	.37½	Jan. 15	Dec. 15
Do. 6% pf.	.75	Jan. 15	Dec. 15
Jam. Pub. Serv.	.25	Jan. 3	Nov. 30
Do. 7% pf.	1.75	Jan. 3	Nov. 30
Jenkins Bros.	.25+‡.50	Jan. 3	Dec. 17
Journal Pub.	.20+‡.20	Jan. 15	Dec. 22
Kerr-Addison G.M.	.20	Dec. 30	Nov. 30
John Labatt	.25	Jan. 3	Dec. 15
Lamaque, G. M.	.08	Feb. 1	Dec. 8
Alf Lambert A&B	.15	Dec. 31	Dec. 15
Lambton Loan	1.50+‡1.00	Jan. 3	Dec. 15
Lambton Trust	2.50	Dec. 31	Dec. 15
Lewis Bros.	.15	Jan. 31	Dec. 31
M. Loew's	1.00+‡1.00	Dec. 31	Dec. 10
Lon. Cdn. Invest. Corp.	.18	Dec. 30	Dec. 15
Do. $3 pf.	.75	Dec. 30	Dec. 15
London Hose A	.20	Jan. 1	Dec. 17
Lower St. Lawr. Pwr. 5% pf.	.25	Jan. 1	Dec. 15
Do. A	3.00	Dec. 30	Dec. 15
W. M. Lowney	.25	Jan. 14	Dec. 15
MacMillan & Bloedel A	.12½	Dec. 31	Dec. 10
Do. B	.20	Dec. 31	Dec. 10
Mailman Corp. 5% pf.	1.25	Jan. 31	Jan. 19
Do. $1 Prior	.25	Jan. 5	Dec. 16
Do. $1 Prior	.25	Mar. 31	Mar. 17
Do. $1 Prior	.25	Jun. 30	Jun. 16
Malartic Gold	.05	Jan. 12	Dec. 15
Manufac. Life	.90	Jan. 3	Dec. 10
Maple Leaf Gard.	.50	Jan. 15	Jan. 3
Maple Leaf Mill. 5% pf.	1.25	Jan. 1	Dec. 15
Maxwell Ltd.	.06¼	Jan. 3	Dec. 17
Do. $6 pf.	1.50+‡1.50	Jan. 3	Dec. 17
L. McBrine pf.	.50	Jan. 1	Dec. 9
McColl-Front. 4% pf	1.00	Jan. 20	Dec. 31
McIntyre Por. M.	‡1.00	Jan. 3	Nov. 1
Melchers Dist. 6% pf.	.30	Dec. 31	Nov. 30
Mersey Pap. 5% pf.	1.25	Jan. 3	Dec. 11
Mica Co.	.06	Dec. 30	Dec. 15
Mining Corp.	.50	Dec. 31	Nov. 30
Minn. & Ont. Pap.	†.60	Feb. 1	Jan. 7
J. S. Mitchell	.31¼	Jan. 3	Dec. 15
Mod. Containers A	.25	Jan. 3	Dec. 20
Monarch Knit 4½% pf.	*	Jan. 1	....
Monarch Mtge.	1.00	Dec. 31	Dec. 22
Mtl. City & Dist. Sav's. Bk.	.40	Jan. 3	Nov. 30
Mtl. Locomotive	.25	Jan. 3	Dec. 14
Moore Corp.	†.30+‡.20	Jan. 3	Dec. 3
Do. 4% pf.	.25	Jan. 3	Dec. 3
Do. 7% A & B pf.	†1.75	Jan. 3	Dec. 3
Morrow Screw 4% pf.	1.00	Jan. 2	Dec. 20
Mt Royal Rice	.20	Jan. 31	Jan. 15
Nat. Grocers	.15	Jan. 1	Dec. 15
Do. $1.50 pf.	.37½	Jan. 1	Dec. 15
Nat. Hose. A	.05	Jan. 3	Dec. 3
Do. B	.12	Jan. 3	Dec. 3
Nat. Steel Car	.37½	Jan. 15	Dec. 15
Nat. Trust	.30	Jan. 3	Dec. 15
Niagara W. W.	.50+‡.50	Jan. 3	Dec. 9
Normetal Min.	.05+‡.08	Dec. 30	Nov. 30
Nor. Cdn. Mtge. 6% pf.	.50	Jan. 1	Dec. 15
N. S. Lt & Pwr.	.35	Jan. 3	Dec. 4
Office Spec.	.10	Jan. 3	Dec. 20
Ogilvie Flour	.25	Jan. 3	Dec. 1
Ont. Loan	.25	Jan. 3	Dec. 15
Ont. Steel Prod.	.25	Feb. 15	Jan. 15
Do.	‡.40	Jan. 3	Dec. 3
Do. 7% pf.	1.75	Feb. 15	Jan. 15
Page Hersey	.75	Jan. 3	Dec. 15
Penmans	.75	Feb. 15	Jan. 17
Do 6% pf.	1.50	Feb. 1	Jan. 3
Peoples Cred. Jew. 6% pf.	●3.25	Dec. 31	Dec. 15
Power Corp.	.50	Dec. 31	Dec. 6
Do. 6% pf.	.75	Jan. 15	Dec. 20
Do. 4½% 1st pf.	●.56	Jan. 15	Dec. 20
Premier Tr.	1.00	Jan. 1	Dec. 17
Preston East Dome M.	.04	Jan. 15	Dec. 31
Price Bros. 4% pf.	2.00	Jan. 1	Dec. 10
Do. Com.	1.00	Feb. 1	Jan. 14
Que. Pwr.	.30	Feb. 25	Jan. 15
Que. Tel.	.25+‡.25	Jan. 1	Dec. 10
Do. pfd. 5%	.25	Jan. 1	Dec. 10
Quemont Min.	.75	Dec. 30	Nov. 30
R. & M. Bear. A	.28	Jan. 3	Dec. 15
R'tman's (Can.) Ltd.	.10	Feb. 1	Jan. 15
Reliance Pet. A & B	.50	Jan. 3	Dec. 17
Do. pfd. 4½%	1.12½	Jan. 3	Dec. 17
Renold Cov. A	.28+‡.05	Jan. 1	Dec. 15
P. L. Robertson	.10	Jan. 1	Dec. 20
Do. 5% pf.	.50	Jan. 1	Dec. 20
Do. 6% pf	.30	Jan. 1	Dec. 20
Do. $1 Pt. pf.	.25	Jan. 1	Dec. 20
Robinson Little	.20	Dec. 31	Dec. 15
Royalite Oil 5¼% pf	●.21¾	Jan. 1	Dec. 17
Russell Ind.	.20	Dec. 30	Dec. 15
Saguenay Pwr. 4¼% pf	1.06	Jan. 1	Dec. 10
Do.	1.06	Apr. 1	Mar. 11
St. Lawr. Corp.	.50	Jan. 25	Dec. 29
Saskatoon Pipe	.25	Dec. 30	Dec. 15
Sawyer-Massey	.30	Dec. 30	Dec. 20
Shaw. W. & P.	.30	Feb. 25	Jan. 15
Do.	♦.25	Dec. 30	Dec. 3
Do 4% Ser A pf.	.50	Jan. 3	Dec. 3
Do. 4½% Ser. B pf.	.56¼	Jan. 3	Dec. 2
Sherwin-Wms.	.45+‡.25	Feb. 1	Jan. 10
Do. 7% pf.	1.75	Jan. 3	Dec. 10
Sicks Brew.	.30+♦.20	Dec. 31	Nov. 30
Sigma M.	.20	Jan. 28	Dec. 28
Silverwood Dair. pf.	.15	Jan. 3	Nov. 30
Do. B	.15	Jan. 3	Nov. 30
H. Simon & Sons	.50	Dec. 30	Dec. 20
N. Slater	.15	Feb. 1	Jan. 10
Do. pfd.	.33	Jan. 15	Jan. 3
Somerville $2.80 pf.	.70	Jan. 1	Dec. 15
So. Can. Pwr.	.50	Feb. 15	Jan. 20
Do. 6% pf.	1.50	Jan. 15	Dec. 20

New Highs and Lows

During the week ended Dec. 25, 57 new highs and three new lows were recorded among the general stocks on Canadian stock exchange. In the mining group there were 22 new highs and 12 new lows. In western oils there were five new highs and three new lows.

GENERAL

New Highs — 1954

Acadia Atlan. A
Aluminium
Argus Corp.
Do. pfd.
Bank of Toronto
Belgium St. pfd.
Brantford Cord A
Bright, T. G.
B.C. Elec. 4¼% pfd.
Can. Cr. & C. Stone
Can. W. Cable A
Do. B
Cdn. Pac. Railway
Cdn. Silk A
Cdn. West Lumber
Catelli Food A
Chateau Gai
Chrysler Corp.
B. J. Coghlin
Corby A
Crown Trust
Dom. Scot. Inv.
Do. pf.
For. Pr. Secs.
Fraser Cos.
Gen. Dynamics
Gen. Motors
Goodyear 4% pfd.
Gulf Oil
Gurney Prod. pf.
Hinde & Dauch
Howard Smith
Ind. Accep. $40 par
John Inglis rts.
Int. Pete
Latonia
Laura Secord
Lawson & Jones A
Lindsay, C. W.
Lower St. Law. Pr.
Mersey Paper
Mitchell, Robt.
Nat. Trust
Nfld. Lt. & Pwr.
Ont. Steel pfd.
Powell River
Royal Bank
St. Law. Corp.
Shawinigan 4½% B pfd.
Sher. Wms. pfd.
Stand. Pav.
Steel of Can.
Supertest Pet.
Tamblyn rts.
Union Gas
Wpg. & Cent. Gas

New Lows — 1954

Blue Ribbon pfd.
Molson Brew. A
United Corp. A

MINING

New Highs — 1954

Algom
Arjon
Deer-Horn
Eureka
Falconbridge
Glenora
Grandview
Hoyle
Hudson Bay
Inspiration rts.
Lapa Cad.
Lorado
McIntyre
Mogador
New Thurbois
Normetal
Norpax
Preston East Dome
Siscoe
Sullivan Cons.
Sylvanite
Teck-Hughes

New Lows — 1954

Band-Ore
Cortez
Estella
Gaspe Cop.
Grandines
Hugh Pam
New Taku
O'Brien
Perron Gold
Roy Silver
Silanco
Tiblemont

OILS

New Highs — 1954

Calalta
Can. Oil Lands w.
Cdn. Atlantic
Gridoil
Merrill Pet.

New Lows — 1954

Gaspe
New Pacalta
Tri-Can Pet.

Investment Trusts

	Divd. pd.▲ cents	Bid $	Ask $
Affiliated Funds	......	5.71	6.18
Balanced Mut.	15(13)	4.66	5.12
Can. Invest. Fund	20(28)	7.70	8.44
Canafund	60(110)	29.07	31.83
Com'wealth Inter.	20(23)	6.56	7.21
Corporate Inv.	26.5(25)	7.23	7.86
Diversified Inc. shs. B	10(11)	3.30	3.55
Dom. Equity Inv.	40(33)	12.55	12.82
Grouped Inc.	16.5(19.1)	6.23	6.80
Inter-Amer.	......	10.84	11.91
Investors Mut.	29(28.5)	8.21	8.88
Leverage Fund	20(21)	4.79	5.26
Mut. Ac. F.	10.185	5.06	5.50
Mutual Income	13.20	4.42	4.80
Resources of Can.	10(20)	6.10	6.70
Sup'vised Amer.	......	5.29	5.34
Sup'vised Gr'th Fund	......	2.17	2.19
Sup'vised Inc. Fund	......	4.11	4.15
Timed Invest.	20(20)	†5.15	*5.15
Trans-Can. A	75.4(77)	22.70	...
Do. B	78.6(81)	23.25	...
Do. C	15.6(17.2)	4.85	5.15

†Less or (*) plus stock exchange commission.

Dividends Declared (cont'd)

Stand. Fuel 4½% pf.	.56¼	Feb. 1	Jan. 14
Stand. Pav.	.37½	Jan. 1	Dec. 10
Stand. Radio A & B	.15	Jan. 10	Dec. 20
Stanley Brock A	.15	Feb. 1	Jan. 10
Do. B	.10	Feb. 1	Jan. 10
Stedman Bros.	.20	Jan. 2	Dec. 15
Stl. Co. of Can.	.30+‡.30	Feb. 1	Jan. 7
Sterl. Trusts	.35+‡.20	Jan. 3	Dec. 18
Sun Life Ass.	.85+‡.60	Jan. 1	Dec. 16
Superior Propane $1.40 pf.	.35	Jan. 1	Dec. 15
Supertest Pet.	.40	Jan. 15	Dec. 17
Do. 5% 1st pf.	1.25	Jan. 15	Dec. 17
Supervised Am. Fd.	.06	Dec. 31	Dec. 15
Supervised Gr. Fd.	.04½	Dec. 31	Dec. 15
Supervised Inc. Fd.	.07	Dec. 31	Dec. 15
Switson Ind.	.04½	Dec. 31	Dec. 17
Sylvanite G.M.	.04	Jan. 3	Nov. 13
G. Tamblyn	.25+‡.65	Jan. 3	Dec. 3
Do. 4% pf.	.50	Jan. 3	Dec. 3
Taylor Pear. & Car.	.20+‡.10	Jan. 3	Dec. 15
Teck-Hughes	.05	Feb. 1	Dec. 8
Tip Top Tail.	.15	Jan. 3	Dec. 1
Thrift Stores	.40	Jan. 3	Dec. 15
Timed Inv. pd.	.05	Dec. 31	Dec. 24
Torbrit Silver	●.05	Dec. 30	Nov. 30
Tor. Brick 5% 1st pf.	♦.12½	Jan. 1	Dec. 15
Do. 5% 2nd pf.	.05	Jan. 1	Dec. 15
Do. 5% 1st pf.	♦♦.04	Jan. 28	on red.
Tor. Gen. Trusts	.35	Jan. 3	Dec. 14
Tor. Iron W'ks.	.25	Jan. 3	Dec. 15
Do. A	.25	Jan. 3	Dec. 15
Tor. Mtge	1.25	Jan. 3	Dec. 15
Traders' B'dg Assoc.	.30+‡.30	Jan. 15	Jan. 7
Traders Fin A & B	.60	Jan. 3	Dec. 8
Do. 4½% pf.	1.12½	Jan. 3	Dec. 8
Do. 5%	.50	Jan. 3	Dec. 8
Do. A Rts.	1.00	Jan. 3	Dec. 31
Do. B Rts.	1.00	Jan. 3	Dec. 31
Tuckett Tob. 7% pf.	1.75	Jan. 15	Dec. 31
Un. Accept. 80c pf.	.15	Jan. 1	Dec. 15
Union Gas	.35	Feb. 1	Jan. 7
Un. Corp. B	‡.25	Feb. 28	Jan. 31
Un. Fuel Invest. 6% pf.	.75	Jan. 3	Dec. 10
United Steel Corp.	.25	Dec. 31	Dec. 10
Ventures Ltd.	.15	Jan. 7	Dec. 16
Viau Ltd	.50+‡1.00	Jan. 3	Dec. 20
Wabasso Cot.	.15	Jan. 3	Dec. 6
H. Walker-Good.	.75	Jan. 15	Dec. 23
Watson, Jack & Co.	.20	Jan. 3	Dec. 15
West. Assur.	1.10	Jan. 1	Dec. 28
Do. pfd	1.20	Jan. 1	Dec. 28
West. Can. Brew.	.25	Mar. 1	Jan. 31
Western Groc.	1.00	Jan. 15	Dec. 15
Do. A	.50	Jan. 15	Dec. 15
Do. 7% pf.	.35	Jan. 15	Dec. 15
West. Plywood B	.12½	Jan. 15	Dec. 31
West Koot. Pwr. 7% pf.	1.75	Dec. 31	Dec. 16
Geo. Weston	.25	Jan. 3	Dec. 10
White Hdwre. Ltd. 1st pf.	.70	Jan. 1	Dec. 10
Do. 2nd pfd.	.56	Jan. 1	Dec. 10
Wood, Alex, Ltd., 6% pf.	1.50	Jan. 2	Dec. 17
Wpg. Elec. 5% pf.	2.50	Dec. 31	Dec. 1
Wright-Harg. M	.03	Jan. 3	Nov. 19
Yellowknife Bear. M.	.04	Jan. 17	Dec. 15
Zellers Ltd	.22½+‡.10	Feb. 1	Jan. 3

†U. S. funds. ‡Extra.

*The ex-dividend date is usually at least two full business days prior to the record date.

††Declared on basis of old stk. prior to proposed 3-for-1 stk. split.

▲1/20 ord. sh. for each sh. held.

●Initial.

●5% stk. divid. (one for each 20 held) on which cash divid. is also paid.

♦Special.

*Divd. deferred.

▲▲Stk. divd. 1 sh. 3% non cum., redeem. 2nd pf. ($1 par) for ea. Cl. "A" or "B" sh. held.

§Participating.

♦♦Payable on 60% o/s shs. to be redeemed Jan. 28.

Corporation Bonds

(Supplied by Investment Dealers' Association of Canada)

December 28, 1954

	Rate %	Int. Due	Bid.	Ask.	Prev. Week Bid
Public Utility Issues:					
Alg. Cen H.B.R.	3	'59	126	130	126
Bell Tele	3	'77	92	95	92
Do.	4½	'67	104½	107½	104½
Braz. Traction	4½	'70	80	83	79
B. C. Electric	3½	'67	95½	98½	93½
Do.	3½	'75	96	99	96
Do.	3¾	'69	98	101	98
Do.	4¾	'79	103½	106½	103½
B. C. Tele	4¾	'75	104	107	104
Gat. Power D	3½	'70	96	99	96
Gt. Lakes Pwr.	4½	'60	99½	102½	99½
Maclaren-Quebec Power	3	'69	94	97	94
Mex. Lt. & Pr.	5	'75	84	87	84
Nat. Lt. & Pwr.	4½	'61	97½	100½	97½
North Que. Pr.	4½	'67	98	101	98
Power Corp.	3½	'67	95½	98½	95½
Quebec Power	3	'62	97	100	97
St. Maurice Pr.	3½	'70	94½	97½	94½
Shaw. W. & Pr.	3	'71	94½	97½	94½
Do.	3½	'73	98	101	98
Wpg. Electric	3¾	'71	93½	101	98½
Industrial Issues:					
Abitibi Pr. & P.	3½	'67	98	101	98
Acadia-Atlantic Sugar	4	'74	99½	102½	99½
Alaska P. & C.	4½	'66	99	102	99
Aluminum Co.	4½	'73	103	106	103
Barvue Mines	5s	'56	98½	101½	98½
Bathurst P. & P.	5½	'73	103	106	103
Bowater's Nfld. P. & P.	3½	'68	95	98	95
B. C. For. Pr.	4½	'66	100	103	100
Burns & Co.	4	'63	98½	101½	98½
Can. Bread	4	'67	96½	99½	96½
Can. Steamship	4	'66	98½	101½	98½
Can. Brew.	4	'79	104½	107½	105
Can. Canners	3¾	'70	93½	93½	95½
Can. Celanese	3	'62	93½	96½	93½
Can. Chemical	5½	'71	98½	101½	97
Can. Oil	5	'72	103	106	103
Can. West. Lum.	4	'62	99	102	99
Cockshutt Plow	4½	'65	94	97	95
Columbia Cell.	5	'68	98½	101½	98½
Consol. Paper	3½	'67	100	103	100
Dom. Fd. & Stl.	4½	'69	102½	105½	102½
Dom. Stores	5	'72	102½	105½	102½
Dom. Tar & Ch.	5	'67	103	106	103
Dryden Paper	4¾	'74	99	102	99
T. Eaton Accept.	4¾	'74	103½	106½	103½
E. B. Eddy	4	'74	98½	101½	99
Elk Falls Co.	5	'75	102	105	102
Fed. Grain	4	'64	96½	99½	96½
Gen. Motors Ac.	4¾	'69	100½	103½	100½
Gt. Lakes Pap.	3½	'67	94	97	94
Gt. Plains Dev.	2-4	'65	141	144	141
Gunnar Mines	5	'60	110	113	110
Husky Oil	5½	'62	100½	103½	100½
Imp. Tobacco	3	'70	92½	95½	92½
Imp. Oil	3	'69	94½	97½	94½
Indust. Accept.	5½	'74	102½	105½	102½
Irving Oil Co.	5½	'67	102½	105½	102½
Loblaw Groc.	4½	'73	102½	105½	102½
Maple L. M.	3¾	'63	96	99	96
Massey-Harris	5	'67	102	105	102
McColl-Front.	3	'71	92½	95½	92½
Mercury Mills	4	'63	54	57	54
Mon. Knit.	4¾	'71	78	81	78
N. S. Steel Coal	3½	'63	95	98	95
Page-Hersey T.	3½	'65	95½	98½	95½
Price Bros.	3½	'66	97	100	97
Pronto Ur.	5	'60	106	109	106
St. Law. Corp.	5	'72	103½	106½	103½
Silverwood Dair.	4	'71	93½	96½	93½
Simpsons Ltd.	4½	'73	103½	106½	103½
Simpsons-Sears	4½	'73	102½	105½	102½
Steel Co. of Can.	2¾	'67	94	97	94
Traders Fin.	5½	'69	104	107	104
Union Accept.	5½	'68	99	102	99
United Steel	4	'60	92	95	92
Un. Grain Gr.	3¾	'70	91	94	91
George Weston	4¾	'68	102	105	102
CONVERTIBLE ISSUES					
Abitibi Pr. & P.	4½	'61	103½	106½	103½
Ajax Pete. Ltd.	5	'62	83	87	83
Atlas Steels	5	'67	103	106	103
Braz. Traction	4½	'71	79½	82½	79½
B. A. Oil	3½	'61	144	149	144
Do.	3½	'62	115	119	115
B. C. For. Pr.	5	'62	106	110	106
Can. So. Oils	2-5	'61	91	94	91
Can. Brew.	4½	'61	109	112	109
C.P.R.	3½	'66	101	104	100
Do.	4	'69	105	108	105
C. Leduc Oils	5	'65	85	88	85
Cockshutt Farm	5	'68	95	98	95
Dom. Magnes.	5	'62	104½	107½	104½
Dom. Steel & C.	4	'61	99	102	98½
Dom. Textile	4	'66	95	98	95
Gen. Pete.	4½	'65	95	98	95
Jupiter Oils	5	'67	85	89	85
Kroy Oils	5	'67	96½	99½	85
New Concord D.	5½	'68	88	92	88
N. Sup. Oils	5	'64	95	98	95
North Star Oil	5½	'68	99	102	99
Pathfinder Pet.	2-5	'62	65	75	65
Ponder Oils	5	'65	87	90	87
Scurry Oils	5	'64	85	89	85
Silverwood Dair.	5½	'72	110	114	110
Supertest Pete.	4	'70	102½	105½	102½
Traders Fin.	4½	'69	121	125	122
Trans Empire	5	'66	94	97	94
Do.	5½	'67	98	101	98
Triad Oil	4½	'67	145	155	143
West. C. Brew.	5	'67	111	115	111

Municipal Bonds

December 28, 1954

	Coup. %	Matur.	Bid. $	Ask. $	Yld. %
Calgary	3½	'69	96½	98½	3.65
Edmonton	3½	'69	96½	98½	3.65
Halifax	3½	'66	98	98	3.70
Hamilton	3	'67	94	98	3.50
Montreal	3	'70	90	92	3.65
Moose Jaw	3½	'60	97½	99½	3.55
Ottawa	3¼	'68	99	101	3.15
Regina	3	'64	92½	94½	3.60
S. J'hn N.B.	3½	'65	95½	97½	3.80
Toronto	3	'68	93½	95½	3.40
Vancouver	3¾	'69	99	100	3.75
Victoria	3¾	'68	98	100	3.75
Windsor	2¾	'75	77	79	4.25
Windsor	2½	'75	73½	75½	4.25
Windsor	3½	'75	87½	89½	4.25
Winnipeg	3	'69	93½	95½	3.40

Bond Tenders

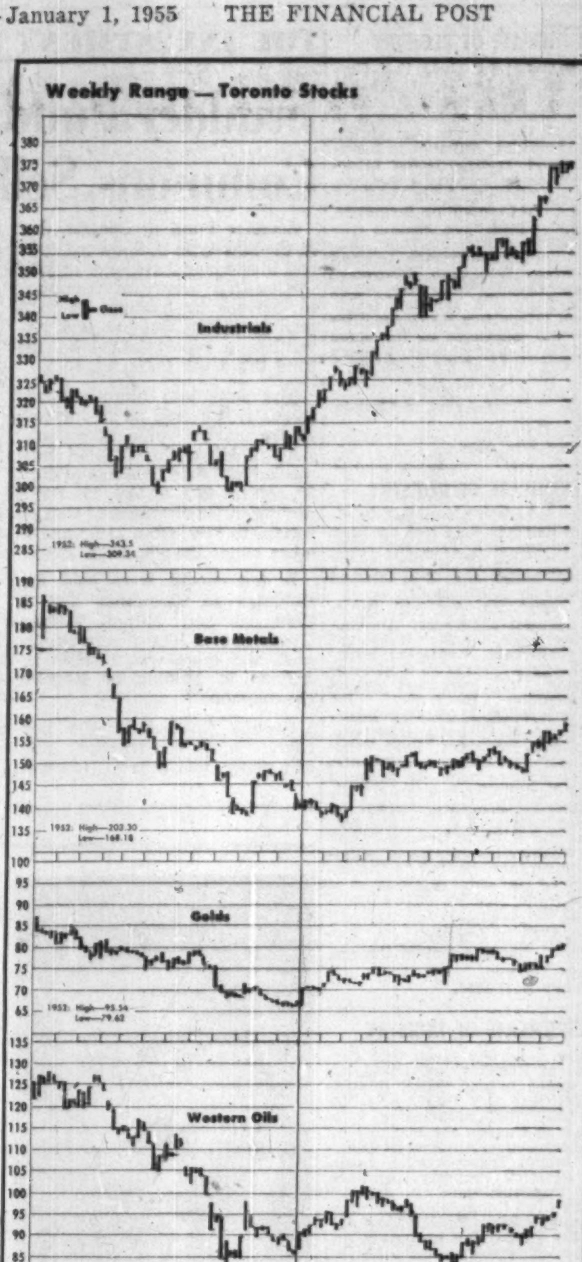
12 Noon, Dec. 31, 1954, Government of Canada Treasury Bills, Payable Apr. 1, 1955 and Sept. 30, 1955, $40,000,000. Dated Dec. 31, 1954.

Unlisted Mines, Oils

(By the Broker-Dealers' Ass'n of Ontario)

Approximate quotations, 3.30 p.m., Dec. 27, subject to confirmation and change. An asterisk (*) indicates an increase in price, a dagger (†) a decrease in price.

	Bid	Ask
Abenakis	1	2
Advance	5	7
Alexander	3½	5
Ama Kir	3½	4½
Amax	19	23
Anamaq	2	2½
Anuwon	35	39
Arctic	2	3
Aurora	15	20
Beacon	5	8
Belfast	*20	25
Bi Ore	*3	5
Biroco	2	3
Black B	†150	160
Blondor	1	2
Bl Grass	20	23
B McDade	6	8
Bourlamaq	1	3
Bramineo	5	10
Br Broest	2½	4
Bright RL	1	3
Brunet	19	22
Camlaren	2	4
Camray	2	4
Can Rad	†34	38
Canalask	11	15
Captain	2½	4
Cn Mag	175	200
Cdn Lth	65	70
Cent Man	8	10
Clinger	13	16
Clix	22	25
Columbier	1	2
Columind	6	8
Comstock	20	22
Conecho	*28	32
Con Cop	12	13½
Cordell	*32	35
Crack S	*30	40
Craibbe	18	20
Croyden	2	4
De Sant	2	4
Destorad	10	13
Derlac	1½	3
Dom Ex	10	13
Dunvegan	7	9
Durham	7½	10
East Lun	5	7
Echo Ind	3	5
El Bonan	3	5
Elmac	2	3
Farcroft	37	40
Forty Fr	†75	100
Gan Cop	2	3
Glenbrk	13	16
Glencona	2½	3½
Goldmaq	†8	10
Gov Gold	†5	7
Gr Chib	50	70
Greenlee	*4½	6
Gui Por	51	55
Harker	3	3½
HG Yng	15	18
Hornfault	9	11
Hotstone	3	4
HU Cmp	15	20
Independ	†20	22
Indian M	6	8
Insco	†7	11
Iso	*41	44
Jardun	37	38
Jerome	*15	18
Kamlac	8	10
Ken Bay	8	10
Kenda P	8	10
Kenog	1	2
L Nordic	*94	98
L Rong	55	65
Larum	9	11
L Expan	21	24
Lassie	4	6
Lowr Can	2	4
Lun Ech	*39	42
Magoma	32	35
Mallen	2½	4
Man Ech	*15	18
Mar Bird	2	4
Maree	4	6
Mate Yel	5½	7
McManus	2	4
McCuaig	1½	3
Milliken	40	43
Miles RL	1	3
Mindus	15	17
Mt Keno	2½	3
Mohawk	1	3
Murmac	3½	4
Nama C	25	28
Nat New	4	6
New Aug	5	7
New Mal	4	6
N Rdwood	5	7
New Wal	1	3
Nickel L	10	13
Nick O	75	100
Nipiron	16	18
Norbec	10	14
Norbeau	45	50
Norcourt	1	3
Norford	1	3
Normar	1	3
Obsk '45	12	16
Orehan	15	17
Okiend	6	8
Ortona	2½	4
Orofino	3	5
Pascalis	5	7
Pater	43	48
Payne	1	2½
Peach	975	1050
Pelangio	1½	2½
Phelps	1	2
Pitchvein	*35	57
Plum	*950	1050
Polestar	*17	20
Presdor	1	3
Privateer	2½	..
Quejo	4	6
Quest	1	2
Quyta	3½	4½
Rainville	37	42
Rand M.	8	10
Randona	2	4
Redbark	20	25
Redcon	3	5
Redruth	1	3
Rhyolite	1	3
Richgroup	9	11
Rugged	1	2
Russet	3	5
St Marys	43	48
St Michl	*40	45
Salmita	5	7
S Dufault	2	4
Sheldon	10	12
Silv Lake	2	3
Snow L	4	6
Starlight	7	10
SN Rim	*20	23
SM Zone	*23	25
Sunbear	1	2½
Tazin	11	13
U Ridge	115	130
Vaux Duf	2	3
Viking	12	16
Wadge	3	6
Wesley	3	5
West RL	1½	2
W Wasa	5	7
Y David	5	6
Yellw vt	250	..
OILS		
Albfield	4	6
Cn Sup	†1075	1125
Franco	29	32
Major Oil	7	10
N Ranch	*9	10
O Smoky	161	8
Paig Pet	10	12
West Lock	4½	6



VILLE MARIE, QUE., School Board has sold $109,500 3%-4% bonds due 1955-67 to group headed by Garneau, Boulanger Ltd. at 97.07. Net cost 4.34%. Provincial grant of $72,900, population 1,600.

LOUISEVILLE, QUE., has sold $245,000 3%-4½% bonds due 1955-69 to Clement Guimont Inc. and J. T. Gendron Inc. at 95.65. Net cost 3.93%. Net funded debt Dec. 31, 1953, $439,000, population 4,000.

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Notice is hereby given that Certificate of Registry No. C1545 has been issued to the NETHERLANDS LLOYD LIMITED authorizing it to transact in Canada the business of:

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A. F. M. PRONK,
Chief Agent in Canada.

Toronto, Ontario.
December 21st, 1954.

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Notice is hereby given that Certificate of Registry No. C1543 has been issued to the N.V. THE NETHERLANDS INSURANCE COMPANY EST. 1845 authorizing it to transact in Canada the business of:

Fire Insurance, Accident Insurance, Aircraft Insurance, Automobile Insurance, Boiler Insurance, Credit Insurance, Explosion Insurance, Forgery Insurance, Guarantee Insurance, Hail Insurance, Inland Transportation Insurance, Live Stock Insurance, Machinery Insurance, Personal Property Insurance, Plate Glass Insurance, Real Property Insurance, Sickness Insurance, Theft Insurance and, in addition thereto, Earthquake Insurance, Falling Aircraft Insurance, Impact by Vehicles Insurance, Sprinkler Leakage Insurance, Water Damage Insurance, Weather Insurance and Windstorm Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company.

A. F. M. PRONK,
Chief Agent in Canada.

Toronto, Ontario.
December 21st, 1954.

CERTIFICATE OF REGISTRY

Notice is hereby given that Certificate of Registry No. C1546 has been issued to the "FIRE INSURANCE COMPANY 'HOLLAND OF 1859' LIMITED" authorizing it to transact in Canada the business of:

Fire Insurance, Automobile Insurance, Inland Transportation Insurance, Personal Property Insurance, Theft Insurance and, in addition thereto, Civil Commotion Insurance, Earthquake Insurance, Falling Aircraft Insurance, Hail Insurance, Impact by Vehicles Insurance, Limited or Inherent Explosion Insurance, Sprinkler Leakage Insurance, Water Damage Insurance, Weather Insurance and Windstorm Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company.

A. F. M. PRONK,
Chief Agent in Canada.

Toronto, Ontario.
December 21st, 1954.

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Notice is hereby given that Certificate of Registry No. C1544 has been issued to the N.V. LIFE INSURANCE COMPANY OF THE NETHERLANDS EST. 1845 authorizing it to transact in Canada the business of Life Insurance.

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THE INVESTMENT FUNDS

Scudder Fund Adds More Commons, Sells Some Bonds

Scudder Fund of Canada, first of the new-type U.S.-owned open end investment funds specializing in Canadian securities, continued to increase its holdings of common stocks in October and November, a report issued by the fund this week indicates.

The shift into more common stocks is reflected in an increase in the market value of common stock holdings (to 78% of total market value of holdings at Nov. 30, against 66% at Oct. 15) and a decline in Government of Canada bonds (to 12%, from 21%) and in other bonds (to 9%, from 12%).

A few stocks were sold too. Holdings in Dominion Tar & Chemical and Hiram Walker-Gooderham & Worts were eliminated, and there was a slight reduction in holding of Royalite Oil common.

Groups favored in the purchases were construction, pulp and paper, and mines. However, there were additions to most groups.

Cash balance, adjusted to reflect accrued income less accrued expenses and debited for security transactions on which settlement is not yet due, amounted to $161,457 at Nov. 30, compared with $75,905 at Oct. 15.

Total appraised value of holdings, in Canadian dollars: $31,916,410 ($30,069,822 at Oct. 15).

Here is a list of the changes in holdings since Oct. 15 (for portfolio at Oct. 15, see The Financial Post, Oct. 30):

CHANGES IN HOLDINGS OF SCUDDER FUND OF CANADA

Bonds & Debent.	Holdings at Nov. 30/54	Change Since Oct. 15/54
	$	$
Can. 3%/58	300,000	—1,700,000
Can. 3%/59-62	3,300,000	+1,000,000
Can. 3¼%/74-76	......	—1,700,000
Quebec 3¾%/65-67	350,000	—250,000
Ont. Hydro 3½%/74-79	......	—300,000
Brantford, Ont. 3½%/62	......	—50,000
Do. 3½%/79	......	—50,000
Bell Tele. 3¾%/79	300,000	—700,000
Gunnar Mines 5%/60	250,000	+50,000
Preferred Stocks		
Royalite Oil 5¼%	2,000	+2,000
Common Stocks		
Argus Corp.	10,000	+10,000
Cdn. Bk. of Comm.	3,000	+500
Do. Rights	3,000	+3,000
Cdn. Indust. (1954)	8,400	+1,400
Dom. Tar & Chem.	......	—7,100
Aluminium Ltd.	6,000	+1,000
Building Products	5,700	+1,150
Can. Cement	6,000	+1,500
Cdn. Vickers	6,525	+1,525
Dom. Bridge	16,000	+6,000
MacMil. & Blo. B	20,000	+5,000
Hinde & Dauch Paper Co. (Can.)	2,400	+400
Geo. Weston	1,900	+20
Hiram Walker-G. & W.	......	—1,450
John Labatt	8,950	+830
Sicks' Breweries	1,170	—1,000
Do. Voting Trust Certs.	4,330	+1,000
Dom. Stores	28,210	+3,210
*N. V. Philips	300	+300
Simpsons Ltd.	23,400	+13,000
Cassiar Asbestos	26,000	+1,000
Falconbridge Nickel	30,000	+4,000
Hudson Bay M. & S.	16,000	+6,000
Mining Corp. of Can.	18,600	+200
*D'Okiep Copper Co.	400	+400
Bathurst Power & Paper	8,200	+8,200
Cons. Paper Corp.	5,000	+1,000
MacLaren Power & Paper	3,500	+1,500
Price Bros. & Co.	7,000	+500
Westminster Paper Co. B	8,500	+3,500
Br. Am. Oil. Co.	15,000	+4,000
Can. Superior Oil of Calif.	5,000	+5,000
Great Plains Development of Can.	8,000	+2,000
Int. Petroleum	7,000	+3,000
Interprovincial Pipe Line	32,000	+7,000
Royalite Oil	7,000	+500
Triad Oil Co.	15,000	+15,000
Gatineau Power	465	+465
Gt. North. Gas Util.	23,000	+3,000
Shawin. W. & Pwr.	3,100	+100
Union Gas Co.	1,775	+775
Goodyear Tire & Rubber (Can.)	1,700	+555
Steel Co. of Can.	15,075	+1,075

*Not incorporated in Canada.

ANNOUNCEMENT

ROLAND CHAGNON, C.A.

Messrs. Paul Champoux and Eugene F. Noel, respectively President and Vice-President of COBRA INDUSTRIES INC., of Quebec, wish to announce the election of Mr. ROLAND CHAGNON, C.A., as director of the company and his appointment as member of the Executive Committee.

Mr. Chagnon is President and Managing Director of FRED A. LALLEMAND & CO. LTD., Director and Secretary-Treasurer of POISSANT LTEE. and SERVITOR INC.; also Director and Treasurer of TRIANGLE REFRIGERATION CO.

Revenues Lower, CNR Equipment In Best of Shape

MONTREAL (Staff) — Despite a substantial drop in revenues, CNR continued to improve its services in 1954.

"The railway's physical plant and operating efficiency have never been better," President Donald Gordon said, "but the benefits of every improvement have gone either to employees as higher wages or to customers through the maintenance of a relatively low level of rates on non-competitive traffic."

Marked reductions in tonnage moved were registered in iron and steel, scrap iron, automobiles and parts, coal and coke, lumber, farm implements, machinery and a wide range of miscellaneous manufactured products, as well as less-than-carload merchandise. The situation was aggravated by the slow marketing of wheat. Moderate increases occurred in ores and concentrates, crude oil, pulpwood, newsprint, cement and other mine products.

The new CNR hotel in Montreal, "The Queen Elizabeth," moved from the planning to the building stage. Work was started on the foundations, and contracts were awarded for structural steel, cut stone, elevators and associated facilities. The hotel, to be completed in 1957, will be the largest in the British Commonwealth.

Major CN construction projects during 1954 included completion of a 43-mile branch line from Terrace, B.C. to the giant aluminum project at Kitimat. Contracts were recently awarded for the clearing and grading of branch lines into the proven mining areas of Chibougamau and Manitouwadge.

At the Lakehead, the railway is doubling its ore dock to handle four million tons of ore annually.

Standard Expands Stainless Output

Standard Products (Canada) Ltd. has purchased the former DeVilbiss Mfg. Co. plant at Windsor which it has leased since last summer.

Standard Products, which claims to be Canada's largest producer of automotive window channel and weatherstrip, will consolidate all its operations in this field in the recently purchased building. It contains 20,000 sq. ft.

The main plant will expand its facilities for production of stainless steel moldings and other rolled metal parts. Company also produces many other items of metal, rubber and cloth.

The two plants will give the company a total of 61,000 sq. ft. floor area for improved service and continued expansion.

P. A. R. THOMPSON

has been appointed vice-president and general manager, Brading Breweries Ltd.

New Mutual Fund Formed

MONTREAL (Staff) — A new mutual investment company, called Domequity Fund Ltd., has just been formed with head office in Montreal.

It will be managed by Investment Secretariat Ltd., which also handles Dominion Equity Investments Ltd. Unlike Dominion Equity, however, there will be no public offering of stock in the new firm, it's understood, either in Canada or the U.S. There may be a small private offering.

Authorized capitalization includes one million $1 par common shares and 1,000 $1 par deferred shares. Officers and directors have not yet been named.

May Liquidate Casmont Inds.

MONTREAL (Staff) — Casmont Industries Ltd., headed by A. L. Mailman, may be liquidated and its assets distributed to shareholders.

The company has offered to purchase for redemption all outstanding 7% $100 par preferred shares at $110 each. Offer will expire Jan. 31, 1955, and Caradsco Ltd., owners of Casmont common shares, has repeated an undertaking first made to the preferred shareholders in April, 1953.

Under this, Caradsco promised for five years to vote against any proposal involving voluntary liquidation of the company unless the company first offered to buy all outstanding preferreds at $110 each plus accrued dividends.

No definite word on future plans has been given. But it's indicated a proposal to liquidate the company is being considered. Preferred shares would be entitled to only $100 a share in liquidation.

Casmont, until early 1953, was called Cassidy's Limited. At that time, however, it sold its inventories, accounts receivable, equipment, etc. to a new firm bearing the slightly different name of Cassidy's Ltd.

Since the sale, Casmont's assets have consisted largely of cash, securities and real estate. At Dec. 31, 1953, they totaled $2,572,267. Equity of each of $9,426 outstanding preferred shares totaled $277.92, and of 74,165 common shares $22.61.

Caradsco is controlled by the Mailman Family Interests.

Bell Telephone Busiest In '54

MONTREAL (Staff) — Bell Telephone Co. of Canada added more telephones, did more business, and spent more money this year than ever before.

President T. W. Eadie states that Bell phones in service in Ontario and Quebec now total nearly 2.3 millions. Some 165,000 were added in 1954, including 14,000 previously served by subsidiary companies purchased by Bell during the year.

Average daily rate for local calls, he states, reached a record of approximately 14 millions, up 6% from 1953. Long distance calls also hit a new high, rising "appreciably" from the previous year.

Construction budget topped $100 millions for the first time in Bell's history. It was $20 millions larger than any previous program, and "was carried through successfully."

Bell's growth has led to a major re-distribution of executive responsibilities, Mr. Eadie notes, and starting Jan. 1 the number of its geographical administrative areas is raised from two to four. The two new areas —Toronto and Montreal — together with the eastern and western areas will be established as decentralized operating units.

Bell's toll area, responsible for developing and co-ordinating long distance services, was established in 1953, its special contract department, set up to direct extensive work being done on contract for national defense purposes, dates from 1954.

INTERNATIONAL EQUIPMENT CO. has been appointed exclusive representative in Eastern Canada for Colby Crane & Manufacturing Co., Seattle, Wash. Colby are makers of hammerhead and "gantry" cranes, marine elevators, ramps and hydraulic cargo handling shipboard cranes.

Merton Durant

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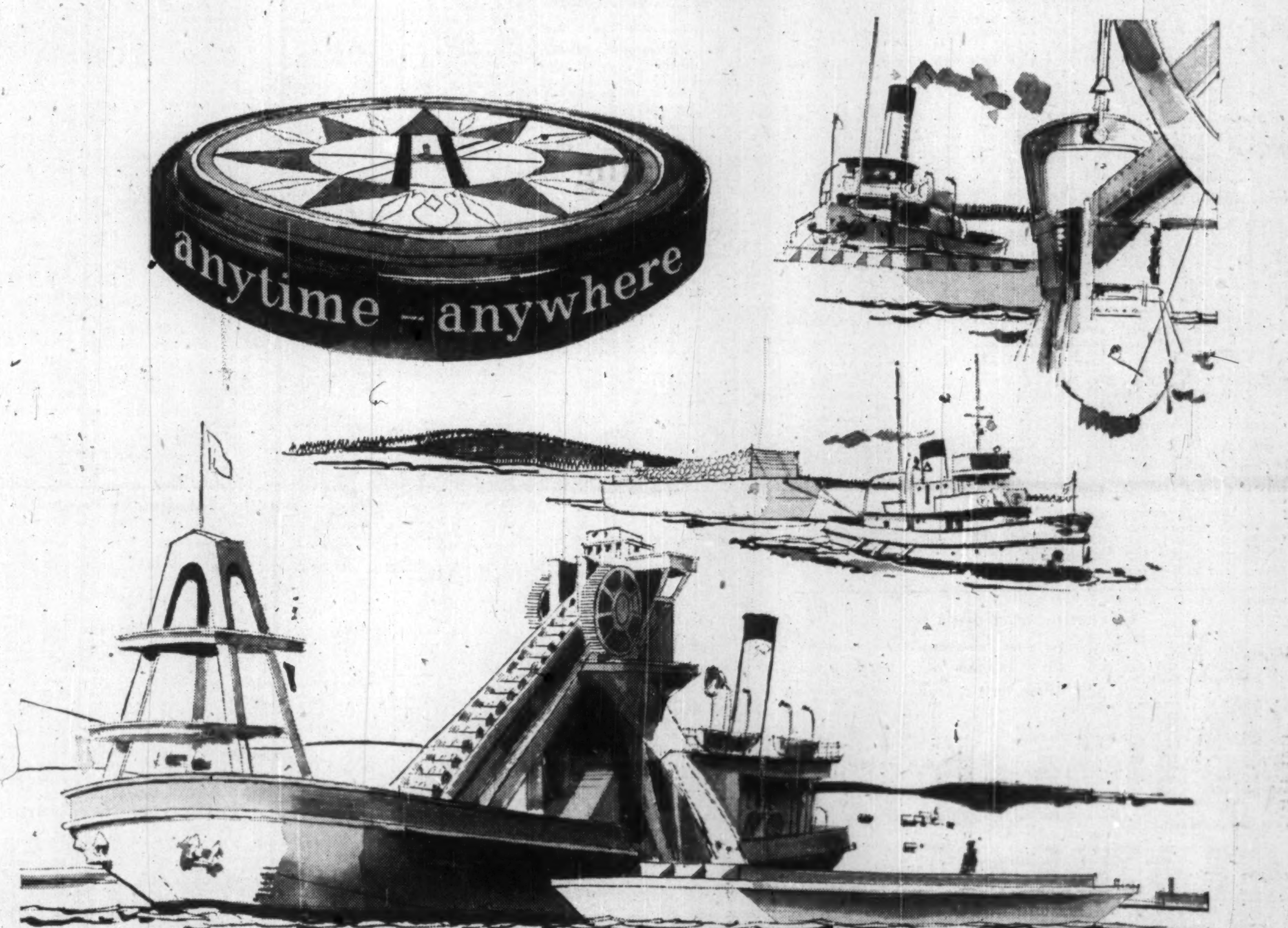

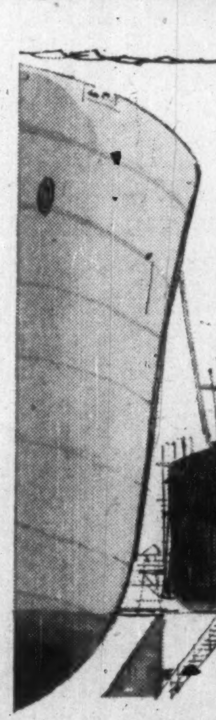

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DIVIDEND NOTICES

THE BANK OF TORONTO

DIVIDEND NO. 294

Notice is hereby given that a Dividend of **Forty-Three and One Third Cents** per share on the present Paid-Up Capital Stock of this Bank has been declared for the current quarter, payable at the Head Office of the Bank and its Branches on and after the first day of February next, to shareholders of record at the close of business on the 15th day of January, 1955.

By Order of the Board.

WILLIAM KERR,
General Manager.

December 14th, 1954.

THE DOMINION BANK

DIVIDEND No. 289

Notice is hereby given that a dividend of thirty-two and one-half cents per share for the quarter ending 31st January, 1955, on the paid-up capital stock of this Bank has been declared and that the same will be payable at the Head Office of the Bank and its branches on and after 1st February, 1955, to shareholders of record on 31st December, 1954.

By Order of the Board.

A. C. ASHFORTH,
General Manager.

Toronto, 9th December, 1954.

DONOHUE BROTHERS LIMITED

NOTICE OF DIVIDEND

Notice is hereby given that an extra dividend of $0.20 per share has been declared on the outstanding ordinary shares of the Company. The said dividend will be payable on January 19, 1955, to shareholders on record as at the close of business on January 4, 1955.

By Order of the Board:

A. EMILE BEAUVAIS, C.A.,
Secretary.

WOOD ALEXANDER LIMITED

Notice is hereby given that a regular quarterly dividend of 1½% per share has been declared on the 6% Cumulative Redeemable Sinking Fund Preference Shares; payable on January 2nd, 1955, to shareholders of record as at close of business December 17th, 1954.

By Order of the Board.

J. I. WHITFORD,
Secretary-Treasurer.

BATHURST POWER & PAPER COMPANY LIMITED

Notice of Dividend on Class A Shares

The Board of Directors has to-day declared a quarterly dividend of Seventy-five cents (75c) per share on the outstanding Class A shares of this Company, payable on the 1st day of March, 1955, to shareholders of record at the close of business on the 1st day of February, 1955.

E. S. KIRKLAND,
Secretary.

December 20, 1954.

BATHURST POWER & PAPER COMPANY LIMITED

Notice of Dividend on Class B Shares

The Board of Directors has to-day declared a dividend of Seventy-five cents (75c) per share on the outstanding Class B shares of this Company, payable on the 1st day of March, 1955, to shareholders of record at the close of business on the 1st day of February, 1955.

E. S. KIRKLAND,
Secretary.

December 20, 1954.

ZELLER'S LIMITED

DIVIDEND NOTICE

Notice is hereby given that the following Dividends have been declared by the Directors of Zeller's Limited for the quarter ending January 31st, 1955.

On the No Par Common Shares, 22½ cents per Share, payable February 1st, 1955, to Shareholders of Record January 3rd, 1955.

On the No Par Common Shares, Bonus of 10 cents per share, payable February 1st, 1955, to Shareholders of Record January 3rd, 1955.

By Order of the Board.

T. E. McDERMOTT,
Treasurer.

Montreal,
December 17th, 1954.

ENAMEL & HEATING Products Limited

DIVIDEND NOTICE

Notice is hereby given that a Dividend of 10c per share has been declared on the issued and outstanding capital stock of the Company, payable on Monday, January 31, 1955, to shareholders of record at the close of business December 31, 1954. This dividend is payable on Common Stock as presently constituted after sub-division in accordance with supplementary letters patent (4 new shares for one old) dated July 9, 1951.

By order of the
Board of Directors.

A. R. French,
Secretary-Treasurer.

**SACKVILLE, N.B.,
December 15, 1954.**

DIVIDEND NOTICES

THE CANADIAN BANK OF COMMERCE

DIVIDEND NO. 272

NOTICE is hereby given that a DIVIDEND OF THIRTY CENTS per share on the paid-up Capital Stock of this Bank has been declared for the quarter ending 31st January 1955 and that the same will be payable at the Bank and its Branches on and after Tuesday the First day of February, 1955, to Shareholders of record at the close of business on 31st December, 1954. The Transfer Books will not be closed.

By Order of the Board.

N. J. McKINNON,
General Manager.

Toronto, 17th December, 1954.

STANLEY-BROCK LIMITED

DIVIDEND NOTICE

NOTICE is hereby given that a dividend of 15 cents per share on the outstanding Class A Shares of the Company and 10 cents per share on the outstanding Class B Shares of the Company has been declared payable 1st of February, 1955, to shareholders of record 10th of January, 1955.

By Order of the Board.

B. PAPWORTH,
Treasurer.

Winnipeg, Manitoba,
December 20th, 1954.

CONSOLIDATED BAKERIES OF CANADA LIMITED

DIVIDEND NOTICE

Notice is hereby given that a dividend of fifty cents (50c) per share on the outstanding shares in the Capital stock of Consolidated Bakeries of Canada Limited has been declared, payable on the 1st day of February, 1955 to shareholders of record at the close of business on the 4th day of January, 1955, payable out of earnings for the fiscal year 1954.

By Order of the Board,

E. A. VERNER,
Secretary.

Dated at Toronto, December 22, 1954.

Reitman's (Canada) Limited

COMMON DIVIDEND

No. 19

Notice is hereby given that a quarterly dividend of 10c per share has been declared on the Common Shares of the Company, payable on February 1st, 1955, to shareholders of record at the close of business on January 15th, 1955.

By Order of the Board,

JACK REITMAN,
Secretary-Treasurer.

Montreal, December 16th, 1954.

INTERNATIONAL PAINTS (CANADA) LIMITED

DIVIDEND NOTICE

A Dividend of $.25 per share has been declared payable on each of the participating Preferred and Class "A" and Class "B" Common Shares in respect of the Company's Fiscal Year ended September 30, 1954, and payable on January 14, 1955, to Shareholders of record at the close of business on December 17, 1954.

By Order of the Board.

D. R. W. McKEAN,
Secretary-Treasurer.

Montreal, December 14, 1954.

DB

DOMINION BRIDGE COMPANY, LIMITED

DIVIDEND NO. 170

NOTICE IS HEREBY GIVEN that a Dividend of TEN CENTS (10c) per Share on the Outstanding No Par Value Shares of this Company has been declared for the quarter ending 31st January, 1955, also an extra distribution of THIRTY CENTS (30c) per Share, both payable 25th February, 1955, to Shareholders of record at the close of business on 31st January, 1955.

By Order of the Board,

WM. BAXTER,
Secretary-Treasurer.

Lachine, Que.,
21st December, 1954.

PRESTON EAST DOME MINES, LIMITED

(No Personal Liability)

DIVIDEND No. 53

Notice is hereby given that a half-yearly dividend of Four Cents (4c) per share has been declared on the issued Capital Stock of the Company, payable in Canadian funds January 15th, 1955, to shareholders of record at the close of business on the 31st day of December, 1954.

By Order of the Board,

L. I. HALL,
Secretary-Treasurer

Toronto, December 20, 1954.

MAILMAN CORPORATION LIMITED

DIVIDEND NOTICE

NOTICE IS HEREBY GIVEN that a Dividend of Twenty-five cents (25c) per share has been declared on the outstanding Cumulative Convertible Priority Shares of the Corporation for the quarter ending January 31st, 1955, payable March 31st, 1955, to Shareholders of record March 17th, 1955.

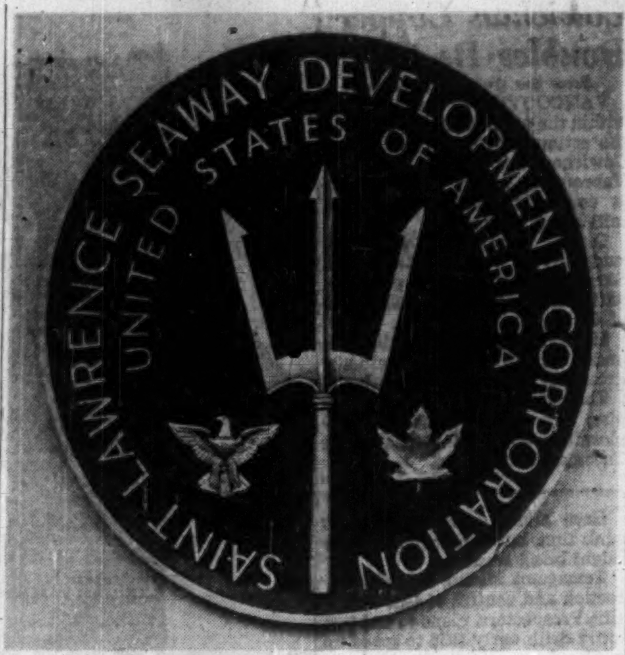
NOTICE IS HEREBY ALSO GIVEN that a Dividend of Twenty-five cents (25c) per share has been declared on the outstanding Cumulative Convertible Priority Shares of the Corporation for the quarter ending April 30th, 1955, payable June 30th, 1955, to Shareholders of record June 16th, 1955.

NOTICE IS HEREBY ALSO GIVEN that a Dividend of Twenty-five cents (25c) per share has been declared on the outstanding Common Shares of the Corporation payable December 23rd, 1954, to Shareholders of record December 22nd, 1954.

By Order of the Board.

W. S. MONTGOMERY,
Secretary.

MONTREAL,
December 15th, 1954.



Hands Across the Border?

The U. S. has included something different in its newly designed seal of the St. Lawrence Seaway Development Corp.

"The American eagle and the Canadian maple leaf are displayed together for the first time in history in the seal," says Lewis G. Castle, the U. S. authority's chief.

The maple leaf, he says, "is proper recognition of the friendly and co-operative atmosphere in which we will work in collaboration with the St. Lawrence Seaway Authority of Canada . . ."

Mr. Castle and his corporation, by the way, spell out the "Saint" in St. Lawrence in their new seal and in official correspondence. This spelling is unprecedented in U. S., Canadian or British usage, and is not found in standard reference works.

The colorful U. S. seal was designed by the Heraldic Branch of the Office of the Quartermaster General, U. S. Army.

It is a sea-green disc, showing the eagle and maple leaf in gold on either side of a silvery Neptune's trident. Circling the device are the white letters: "Saint Lawrence Seaway Development Corporation . . . United States of America."

Canada's St. Lawrence Seaway Authority, headed by Lionel Chevrier, has its own seal too – without eagle. It consists of the arms of Canada surrounded by the inscription: "St. Lawrence Seaway Authority Canada."

Ottawa sources don't believe the U. S. discussed the use of the maple leaf with Canada before incorporating it into the U. S. seal. This makes little difference, however, since the maple leaf has no official or reserved standing.

Bell-Ringing Export Drive Brightens Lumber Outlook

For Canada's lumber industry the solemn headshaking of the last 2½ years has changed to surprised grins.

There are distinct signs that our lumbering has partly conquered its high-cost handicap and is moving in on world markets. This is particularly true of B. C. lumbering, where wages are high and distances from export markets great.

The key to the future: The British market. If exports to Britain continue their encouraging acceleration of recent months, lumber company executives can feel better. Their worries won't be over but, at least, the first objective will have been gained.

Admittedly, B. C. operators got a break when lumbermen in the U. S. Pacific Northwest went on strike this year. Canada promptly got a bigger share of the U. S. market than it had expected. Many mills which had been shut down—particularly some of the smaller ones—got back into production.

But there have been reports in the past few weeks that Canada hasn't been filling as many U. S. orders as it did during the fall.

Does this worry our industry? Not much.

Sales Abroad

One of the big reasons we aren't selling quite as much to the U. S. currently is because we are committed to bigger deliveries to Great Britain and other overseas markets.

This could continue. It appears that Britain is reconciled to the fact she is going to have to pay more for lumber.

Add to this the recent improvement in the quality of the Canadian product and you get one answer: More and more British buyers are looking to Canada.

Now it's some of the Scandinavian producers who are scrambling to keep up with Canada, especially in quality. It used to be the other way around.

This situation has meant a small but welcome strengthening of Canadian lumber prices. It was generally agreed early in 1954 that prices were too low for the health of the industry. Even some major lumber purchasers conceded this point.

Prices still aren't high but they have firmed sufficiently to inject some much-needed optimism.

More important, price should remain steady for some time. Supply and demand appear to be in a balance which gives efficient lumber operators a reasonable return yet doesn't discourage construction.

Domestic lumber consumption seems to have been down (possibly 5%) in 1954 but the continuing construction boom supports the view that this is no long-run trend. Thus Canadian demand should stay high.

Latest export figures are for the first nine months of 1954. They show:

—Exports of wood and wood products (excluding pulp and paper) to Great Britain up from about $44 millions in the first nine months of 1953 to $57 millions. The increase: 30%.

—Biggest increases in exports to the U. K. were for hemlock planks and boards (up $7 millions) and douglas fir planks and boards (up $4 millions). Both these are important items of B. C. production.

—Exports to the U. S. have held almost even with last year, may even equal last year by the time final figures are added.

—Big increases in exports to the U. S. were for douglas fir planks and boards (up $5 millions) and cedar planks and boards (up $2 millions).

—Exports in 1954 (again excluding the pulp and paper group) may better $400 millions. Last year: $390 millions.

DIVIDEND NOTICES

DOMINION FABRICS LIMITED

DIVIDEND NOTICE

Notice is hereby given that a dividend of 37½c per share has been declared on the Second Cumulative Participating Preference shares; and a dividend of 10c per share on the Common shares of the Company, for the quarter ending January 31, 1955, payable February 1, 1955, to shareholders on record January 15, 1955.

By Order of the Board,

WILLIAM CAMELFORD,
Secretary.

BEAUBRAN CORPORATION

NOTICE OF DIVIDEND

NOTICE is hereby given that a special dividend of Twenty Cents (20c) per share has been declared on the Ordinary Shares of the capital stock of Beaubran Corporation outstanding at the close of business on December 20, 1954, such dividend to be payable on December 30, 1954, (i) in the case of registered shares, to shareholders of record at the close of business on December 20, 1954, and (ii) in the case of shares represented by bearer share warrants, upon presentation and surrender of Coupon Number Ten (10) to The Royal Bank of Canada, Charlottetown, Prince Edward Island, Canada.

Payment of such dividend to or for the account of non-residents of Canada will be subject to deduction of Canadian Non-Resident Income Tax of 15%.

By Order of the Board.

R. T. BROADHURST,
Secretary.

December 20, 1954.

Have You "Pill & Bottle" Problem?

How The Boss Can Help Alcoholics, Phenobarb Addicts

Take a look around your office or plant. Many of those familiar faces may be masking unknown turmoil.

Look hard enough and you'll find that perhaps 3% to 6% of the men and women in your organization suffer from one of the most common addictions of our age: alcoholism and the sedatives habit.

They are addicts. As far as medicine is concerned, they're a more serious social problem than narcotics victims. They are a business problem too, a problem that falls squarely on management's shoulders.

But, says one of Canada's leading experts in industrial medicine, the boss has to recognize their problems as an illness — a disease as deadly as any — before medical science can help.

The Health League of Canada recently held a public forum in Toronto with a round-table panel of experts to look at the problem.

The theme: How industry can help.

One example:

Mrs. Mary D, a widow and an efficient private secretary, found her nerves strained. Even routine work at the office built tension, upset her stomach. She couldn't sleep.

Mary began to take sedatives to ease her over her "temporary" stresses. The tablets helped. The phenobarb gave her new confidence, dimmed her anxieties. A few pills could get her through the night.

Unfortunately Mary's trouble wasn't temporary. Underlying her anxiety was a gnawing fear of losing her job to a younger woman. The problem didn't fade away, and neither did her need for sedative. She actually depended on it.

How many Marys are there today in Canadian offices, factories and homes? There are no statistics, but medicos agree that the problem is "alarming."

Poisoned By Sedatives

Dr. H. Ward Smith, director of the Ontario attorney general's laboratory, told the Health League conference that Toronto hospitals alone refer two or three cases of sedatives poisoning to his lab every week.

These include deaths or serious illnesses, discovered by the hospitals. The figure is reflective of the many more cases that steer clear of overdoses — and hospitals.

Most deaths from sedatives result from patients administering an overdose, often accidentally, occasionally because they seek to ease their troubles with heavier and heavier doses.

Dr. Smith also points out that alcohol and barbiturates act cumulatively. A problem drinker who takes sedatives, in dosing himself with both, can paralyze his respiratory centre.

"We have failed to recognize the insidious growth of sedatives," says Dr. S. J. Holmes, consultant psychiatrist to Ontario alcoholic clinics.

The danger adheres to more than barbiturates obtained through a physician's prescription, both Dr. Holmes and Dr. Smith agree.

Over-the-counter sleeping preparations, though alleged to be "not habit forming," are misleading. The mind and body can learn to depend on any palliative, even as common a drug as aspirin.

"People can become dependent on any sedative, as long as it does something for them they can't do for themselves," says Dr. Holmes.

In fact, Dr. Smith reports, it is significant that laboratories are now finding these patent-medicine sleeping drugs in the organs of deceased patients.

Oddly enough, doctors such as Dr. R. G. Bell, chairman of the Health League conference and director of his own alcoholism clinic, feel that narcotics are not as serious a problem as sedatives in Canada today.

Doctors don't see many narcotics addicts. Some medicos also feel that narcotics victims are not as impaired mentally or physically as the addicts of alcohol or barbiturates.

Dr. Smith says that so far in his laboratory career he hasn't had a single case of death from narcotics.

What Causes Trouble

Just as with the sedative addicts, most alcoholics have what Dr. Holmes calls "vulnerable personalities." In other words, personalities that can't seem to adjust to life.

But — and this is important — even the best adjusted personality can be more vulnerable, due to over-heavy responsibility, family problems, or unexpected tragedy.

A man with an over-severe conscience, a hyper self-critic, would tend to take to problem-drinking first, says Kenneth Cassac, psychologist at Ontario's provincial reform alcoholism clinic.

As far as science can determine, there's no biological or racial reason for alcohol addiction. A series of U. S. tests has shown that both orthodox Jews and Italians indicate an increasing alcoholism rate as they fall closer into line with North American society.

Orthodox Jews regard alcohol as part of their religion. The native Italian is a heavy convivial drinker. Cases of alcoholism in either group are very rare.

Thus, many scientists believe, a chief factor contributing to alcoholism is its degree of acceptance in the community.

"Compare a Canadian tavern and the British pub," says Robert E. Popham, sociological research expert. "Legislation has made a change in the U. K. We have a long way to go here."

In a tightly knit industrial society like Canada's, business falls heir to the alcohol and sedatives problem, directly or indirectly, whether the boss likes it or not.

Look at it this way:

—If the addict-employee is a good worker, the boss will want to keep him. This means offering some kind of assistance.

—If the victim is a poor worker, his habits can lead him into more inefficiency and accidents. This costs the boss money.

—If the boss fires the employee, the jobless worker likely will end up as a burden to society, maybe in an institution. This costs more tax money.

Today, medical science can treat any case of overdependence on alcohol or sedatives. Skilled doctors, backed by new research, can get at the roots of his problem. They can work at diverting him away from the bottle or the pill.

Don't Scare The Victim

Alcoholics Anonymous, for example, works on a simple formula: Show the alcoholic that other men and women like himself have won their fight, turn him to another person or faith instead of the bottle.

"Alcohol will have no meaning if it's replaced by something else," says Dr. Bell.

And what is industry's role?

Dr. J. H. Baillie, area medical director of Bell Telephone Co., sums up management's job this way:

—Realize that alcoholism is a disease.

—Treat the alcoholic as any other sick employee, as long as he is taking treatment.

—Work for the acceptance of these principles right up the line from apprentice to general manager.

—Do not organize any special anti-alcoholism health schemes. Fit the program into a regular health plan.

Such a program may take five years before it reaches fruition, Dr. Baillie points out. But any special schemes will only frighten away the cases that need help. Experiments have shown that they will not click.

Now, what happens when the boss finds one of his best men an alcoholic?

In Ontario, he can pick up his phone and call the provincially supported Brookside Clinic, in Toronto. Or he can contact one of several private clinics, operated by specialist physicians. Elsewhere, there are private specialists — and of course AA.

Once the employer has described the extent of his worker's disease, a clinic can offer advice. The boss then can approach the employee and lay the cards on the table, just as if the worker had contracted any other debilitating or contagious disease.

Whether the alcoholic needs in-patient or out-patient treatment, he should be made to bear as much of the expense he normally would with any other kind of illness. Medicos say this drives home the importance of the treatment.

In many cases, Alcoholics Anonymous can help as much as a medical clinic. AA has cured many a businessman who has actually been "shoved" into the organization by the boss's threat.

After he's cured, the former alcoholic needs neither favoritism nor segregation.

Not many years ago, businessmen were loath to accept tubercular "cures" back into their firms. TB was a disgrace, a fault to be hidden. Plain facts and broad thinking changed all that.

"The same process is going on in industry today with alcoholism," says Dr. Baillie.

Record of Financing

Sales by Municipalities, Provincial and Dominion Governments. Offerings of Corporation and Foreign Securities

DOMINION

Government of Canada Treasury Bills—Due Mar. 25, 1955 and Sept. 23, 1955, $40,000,000. Issued Dec. 23, 1954. Sold at $99.733 to yield 1.07% and $99.003 to yield 1.35%.

MUNICIPAL

Township of Woolwich, Ontario—4% debentures, due Dec. 15, 1955-74, $45,000. Issued Dec. 7, 1954. Sold at $100.851 to Midland Securities Corp. Limited.

Town of Arnprior, Ontario—4½% debentures, due Dec. 15, 1955-74, $45,000. Issued Dec. 9, 1954. Sold at $103.67 to Midland Securities Corpn. Limited, and Royal Bank of Canada.

Town of Strathroy, Ontario—4¼% debentures, due Feb. 1, 1956-65, $40,000. Issued Dec. 10, 1954. Sold at $101.00 to Anderson & Co. Limited and Royal Bank of Canada.

Catholic School Commission of Hull, P.Q.—3% and 4% debentures, due Nov. 1, 1955-59-74, $800,000. Issued Dec. 13, 1954. Sold at $97.16 to Dominion Securities Corpn. Limited, Rene T. Leclerc Inc., A. E. Ames & Co. Limited, Banque Provinciale du Canada and Nesbitt, Thomson & Co. Limited.

Town of Louiseville, P.Q.—3% and 3½% debentures, due July 2, 1955-64-69, $243,000. Issued Dec. 13, 1954. Sold at $95.65 to Bell, Gouinlock & Co. Limited.

Town of Val D'Or, P.Q.—4% and 4½% debentures, due Oct. 1, 1955-64-74, $323,500. Issued Dec. 14, 1954. Sold at $92.31 to Banque Canadienne Nationale, Credit-Quebec Inc., Florido Matteau and Morgan, Kempf & Co.

School Commission of Ville-Marie, P.Q.—3% and 4% debentures, due Dec. 1, 1955-58-67, $109,500. Issued Dec. 14, 1954. Sold at $97.07 to Garneau, Boulanger Limited, Grenier, Ruel & Co. Inc., J. R. Laflamme Limited and La Corporation de Prets de Quebec.

School Commission of Village of Labelle, P.Q.—3% and 4% debentures, due Jan. 1, 1956-59-75, $103,000. Issued Dec. 15, 1954. Sold at $97.67 to Credit-Quebec Inc., and Banque Canadienne Nationale.

Town of St. Vincent-de-Paul, P.Q.—3½%, 4% and 4½% debentures, due Dec. 1, 1955-59-68-69, $933,000. Issued Dec. 15, 1954. Sold at $97.09 to Credit Interprovincial Limited.

Town of Trenton, Ontario—4% debentures, due Dec. 30, 1956-74, $400,000. Issued Dec. 15, 1954. Sold at $101.18 to Mills, Spence & Co. Limited.

Town of Montreal West, P.Q.—3% debentures, due Nov. 1, 1955-74, $150,000. Issued Dec. 16, 1954. Sold at $93.81 to A. E. Ames & Co. Limited.

Aylmer Roman Catholic Separate School Board, Ontario—4½% debentures, due Nov. 15, 1955-74, $65,000. Issued Dec. 16, 1954. Bought privately by A. E. Ames & Co. Limited.

Village of Casselman, Ontario—5% debentures, due Dec. 1, 1955-74, $25,000. Issued Dec. 16, 1954. Sold at $98.75 to J. F. Simard & Co.

Township of Lobo, Ontario—4% debentures, due Dec. 15, 1955-74, $19,200. Issued Dec. 16, 1954. Sold at $99.31 to Bank of Montreal.

Village of Pickering, Ontario—4½% debentures, due Dec. 1, 1956-69, $165,499. Issued Dec. 16, 1954. Bought privately by Bankers Bond Corpn. Limited.

Township of Monck, Ontario—4½% debentures, due Dec. 31, 1955-74, $50,000. Issued Dec. 10, 1954. Sold at $98.50 to J. L. Graham & Company Limited.

Grain Prices

Chicago Futures

Week to Dec. 27, 1954

Crop year from Aug. 1, 1954 High	Low		High for week	Low for week	Close Dec. 27
		Wheat—			
2.30⅜	2.08¼	Dec.	2.30⅜	2.27¼	2.29⅞
2.33	2.09½	Mar.	2.33	2.27	2.31⅜
2.29¼	2.07	May	2.29¼	2.23¼	2.27¼
2.18⅜	1.97½	July	2.18⅜	2.11¼	2.15¼
2.20¼	2.00¼	Sept.	2.20¼	2.13⅜	2.17⅜
		Corn—			
1.59¼	1.49⅜	Dec.	1.54⅜	1.52⅜	1.53⅜
1.63½	1.53⅜	Mar.	1.57¼	1.55⅜	1.57
1.65¼	1.54¼	May	1.59¼	1.57¼	1.59
1.66¼	1.55¼	July	1.60¼	1.58¼	1.60
1.61	1.53⅜	Sept.	1.55⅜	1.53⅜	1.55¼
		Oats—			
.83¼	.73¼	Dec.	.84	.81	.84
.85⅜	.74¼	Mar.	.81¼	.79⅜	.80
.83	.72⅜	May	.77	.75⅜	.76¼
.77⅜	.69⅜	July	.71⅜	.70¼	.71¼
.71⅜	.70	Sept.	.71⅜	.70	.71⅜
		Rye—			
1.52⅜	1.10¼	Dec.	1.15	1.10¼	1.11
1.55¼	1.13⅞	Mar.	1.18¼	1.14¼	1.16¼
1.55¼	1.16⅜	May	1.20¼	1.16⅜	1.19¼
1.46	1.18¼	July	1.22	1.18¼	1.21
1.22¼	1.20¼	Sept.	1.22¼	1.20¼	1.21¼
		Soybeans—			
		Jan.	2.84⅜	2.80¼	2.83
		Mar.	2.82¼	2.78¼	2.82¼
		May	2.81¼	2.77½	2.81¼
		July	2.78	2.73¼	2.77½
		Sept.	2.57	2.52⅜	2.56⅜

Chicago Cash

	For Week Dec. 27 High	Low	Prev. Week High	Low
Corn—				
2 Yell (new)	1.57½	1.57	1.54	1.53⅜
Oats—				
1 H. Wh.	.89¼	.87	.90	.88¼

Winnipeg Futures

Week to Dec. 27, 1954

Crop year from Aug. 1, 1954 High	Low		High for week	Low for week	Close Dec. 27
		Oats—			
.89¼	.69⅜	Dec.	.86	.84⅜	.85¼
.86⅜	.69⅜	May	.84	.82¼	.83⅜
.83⅜	.77	July	.80¼	.79⅜	.80⅜
		Barley—			
1.22⅜	.95	Dec.	1.17⅜	1.16¼	1.17¼
1.20⅜	.95¼	May	1.15	1.13⅜	1.15
1.15¼	1.03⅜	July	1.08¼	1.07¼	1.08¼
		Rye—			
1.45	1.01	Dec.	1.12⅜	1.10	1.11¼
1.45¼	1.06¼	May	1.17⅜	1.14⅜	1.16¼
1.40	1.12⅜	July	1.16⅜	1.14	1.15¼
		Flax—			
3.04¼	2.55	Dec.	3.03¼	3.00	3.01¼
3.09¼	2.56¼	May	3.08¼	3.04	3.06¼
3.04	2.56⅜	July	3.03¼	2.99⅜	3.00¼

Winnipeg Cash

	For Week Dec. 27 High	Low	Prev. Week High	Low
Oats—				
2 C. W.	.94⅜	.94¼	.93¼	.92¼
3 C. W	.86⅜	.86¼	.87¼	.84⅜
Barley—				
1 Feed	1.13⅜	1.13¼	1.14⅜	1.12⅜
2 Feed	1.12	1.11	1.13¼	1.11¼
1 Malt	1.27¼	1.26¼	1.28⅜	1.26⅜
Rye—				
2 C. W.	1.11⅜	1.10¼	1.13	1.09⅜
1 C. W.	1.11⅜	1.10¼	1.13	1.09⅜

Commodities

	Latest week	Previous week	Same week last yr.
Cattle	$20.99	$21.00	$19.37
Hogs	26.15	27.67	31.60
Copper, lb.	.30	.30	.29
Sugar, raw, lb. ..	.0545	.0545	.0543
Coffee, lb.	.68	.71¾	.61¼
Hides	.12	.12	.15
Weekly Commodity Indices			
Dow Jones	170.29	170.90	159.39
U. S. Labor	109.4	109.4	110.1
Monthly Commodity Indices			
Canada (D B S)			
Retail (Nov.)†	116.8	116.8	118.2
W'sale (Oct.)	214.3	215.3	220.7
C. F'm Pro. (Oct.)	201.1	204.1	212.0
U. S. (Oct.)	110.2	110.0	110.2
Gt. Brit. (Sept.) ..	328.9	•329.3	325.9

Note: †Cost-of-Living Index Revised to the Base of 1939 = 100.

Base of price quotations is as follows: Cattle-Steers, good up to 1,000 lb., to price Toronto. Copper-electrotype, New York Coffee No 4 Santos, Spot Raw Sugar 96 degrees centrifugal c.i.f.

•Revised.

Bond Redemptions

Bond issues:	Rate	Year	Date	Cal. Pr.
*Abitibi Pwr. & Pap.	4½%	'61	Jan. 25	$103.65
•Interprov. Pipe Line ..	3¼%	'70	Jan. 1	$101.46
‡Rio de Janeiro Tramway, Lt. & Pwr. Co. Ltd. 50-yr. Mtge. Bds., Cal. A	5%	'58	Apr. 1	....
▲Rio de Janeiro Tramway, Lt. & Pwr. Co. Ltd. Oblig. de Cinq Cents Francs, Cal. B & C ..	5%	'58	Apr. 1	....
§Geo. Weston Ltd. 15 Yr. S. F. debs.	4½%	'68	Jan. 15	$101.25

*All outstanding.
•$486,000.
▲$400,000.
‡$612,704.
§$43,434.

114 Stocks' Yield Averages 4.64%

Average yield on 114 dividend-paying stocks on the Toronto Stock Exchange on prices of Dec. 20, as compiled by Moss, Lawson & Co., was 4.64%, down .02 from the previous week. This compares with 4.77% one month ago and 5.72% in the corresponding week last year.

Here is the yield by the various groups of stocks:

	Dec. 20 %	Week Ago %	Month Ago %	Year Ago %
Common ...	4.46	4.47	4.56	5.58
Pfd. & A ...	4.52	4.34	4.61	5.19
Mining	5.52	5.57	5.79	6.84
Banks	3.13	3.18	3.19	4.02

ANNOUNCEMENT

D. R. A. WALKER

Thomas Camelford, President of Dominion Fabrics Limited, announces the election of D. R. A. Walker as a Director of the Company. Mr. Walker is a Vice-President and Director of Wood, Gundy & Company Limited.

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Expect Many Ore Situations to Enliven Mining Markets During Coming Months

By GORDON M. GRANT

Canadian mining starts off 1955 with a record quota of issues which could make important ore news within the year.

That is potentially good news for both the mine investor who seeks profitable employment of funds and the country at large which has good reason to hope for increased mineral production.

While ore prospects are undoubtedly bright, fear is still being expressed that an unrealistic approach to the question of taxing "deal makers" may slow down some of the projects.

Uranium Heads List

Interest in issues will probably be determined in large part by metals involved. Economic conditions—and investor popularity—appear to favor this line-up at present:

URANIUM
NICKEL
COPPER
COLUMBIUM
LITHIUM

Lead and zinc will probably follow closely behind but may not attract wide investor interest without a greater indication of profit potential. Gold may be somewhat better off before the year ends but no real recovery for this industry is yet in sight.

Until some imminent sign of such a recovery appears, no major extension of the search for gold seems likely.

Not long ago Canada was regarded as having only one real new uranium camp: Beaverlodge.

Beaverlodge still rates as Canada's highest grade camp in the uranium sphere, may continue to hold that position. But other camps have been taking on importance. Interest in uranium is much wider in scope than ever before. The Algoma uranium camp in Northern Ontario has vast reserves of medium to low grade ore in prospect and currently appears likely to prove the large single uranium camp in the Western Hemisphere. Marian River in the N.W.T., Bancroft in Eastern Ontario and the Kamloops, B. C. (Rexspar) areas have also revealed more than passing importance.

Here appear to be leading known "spots" from which uranium news is expected:

Beaverlodge Area

Lorado Uranium — More news expected both laterally and in depth from this big new operation.

Nesbitt LaBine—Important indications of big depth ore body at ABC mine expected to be followed up by shaft work.

Uranium Ridge — Expected to break important ore news early in new year.

Meta Uranium—Extension and development of newly indicated structure offers possibilities of further ore news.

Gulch Mines — Announcement of shaft plans expected shortly for this New Bidlamaque-financed operation; substantial tonnage of better than average 0.1% material outlined.

Radiore — Eldorado-controlled mine at ore news making stage.

Lake Cinch Uranium—Understood to have "clicked" in drilling in new sector of property. Plans shaft.

Black Bay Uranium—Now coming to grips with high grade surface disclosures from underground.

National Explorations—Underground ore news anticipated.

New Mylamaque — Adit program reported slowed by fire but interesting zones to be tested underground.

Algoma Uranium Camp

Algom Uranium — Further important ore news—down dip—appears likely; major financing for production expected to be announced shortly.

Pronto Uranium—Underground work might provide unexpected mine ore news but mine now chiefly in construction phase.

Consolidated Denison may have as many as six drills at work in 1955 following up excellent ore intersections of late 1954.

Pater Uranium seeking further ore news in follow-up depth drill program.

Lake Nordic Uranium could make important 1955 ore news if down-dip test of Algom Uranium's Nordic Lake deposit successful. Result significant to adjoining Stanleigh Uranium controlled by Lehigh Valley interests.

New Thurbois in Agnew Lake area to double drilling program in 1955 following up recent uranium ore intersections in conglomerates.

Roche Long Lac values so far below ore grade but favorable formation being drilled. Second drill to be added.

Other Uranium Areas

Faraday Uranium—Looks like possibly leading Bancroft ore news maker in 1955 with two adits now opening up drill-indicated zones.

Rayrock Uranium—Shaft work planned for this Marian River property which showed high grade ore in drilling.

Rare Earth—Recently concluded financing for shaft work and will open drill-indicated ore underground at Bancroft.

Barnat Mines—Plans drill test of uranium-bearing zones in Chibougamau area.

Rexspar Uranium — Now driving second adit with good prospect of opening additional uranium ore in coming year.

New Nickel Projects

Next to uranium, nickel probably excites the greatest interest of the mining fraternity these days. The way International Nickel and Falconbridge Nickel have sold up to new highs illustrates the expanding interest in these metals.

Here are some nickel highlights:

Quebec Nickel Corp.—On basis of surface drilling results, substantial further nickel news from underground expected in 1955.

International Nickel Co.—Plans shaft in new Manitoba nickel area with ore news possible in 1955.

Falconbridge Nickel — Almost certain to make important nickel news in 1955 as development of number of new mines continues.

North Rankin — Ore news in 1955 may be contingent, to a degree, on success in arranging nickel contract and added finances.

Eastern Metals — Further ore news appears likely from new heading in 1955 but news may be primarily in copper rather than nickel field.

The Copper Bets

Not for some time has Canada had so many interesting copper "irons in the fire." And copper is one of the metals which possesses a real profit incentive. The score here:

Granduc Mines — Substantial tonnage of good grade copper ore already outlined; 1955 program aims to expand this tonnage further.

Geco Mines — Shaft must be sunk first, but underground work might bring surprises.

Temagami Mining — Under direction and control of Geo-Scientific Prospectors, plans to add two extra drills early 1955 to speed up work of ore delineation and exploration.

Wildnest Mines — This Rio Tinto-financed company expects to start drill test of outstanding copper discovery in Flin Flon region early in 1955. Mild weather prevented earlier start.

Tombill Gold Mines — Plans further drilling of copper bet west of Flin Flon as soon as weather lets drill crew in again. Mid-March expected to see hearing of appeal re Geco case.

Willroy Mines—Well financed, will continue search for more important copper ore in 1955.

Columbium, Lithium

These two metals have attracted wide interest due to their respective uses in jet and atomic programs, among others.

Leading issues in this sphere are:

Beaucage Mines — Shaft sinking now in progress at Lake Nipissing columbium-uranium property; underground ore news possible in 1955.

Multi-Minerals—Diamond drilling continues to reveal impressive tonnages of columbium ore at company's Nemegos property in Sudbury district.

Quebec Lithium — Shaft sinking in progress for this East Sullivan-Sullivan Consolidated company. Substantial underground ore tonnage indicated.

Canadian Lithium — Another company making lithium ore news in Amos district of Northern Quebec.

Lead and Zinc

In the lead and zinc field, numerous companies are expected to make news:

American Metal Co.—Reported to have found another ore body in Bathurst area, N. B. Large-scale drilling program in area of widespread mineralization suggests much further ore news.

Ontario Pyrites—Now reorganizing as Consolidated Sudbury Basin Mines; will try to double present indicated ore reserves of 10 million tons.

Brunswick Mining & Smelting—Expected to start tapping ore from both mines for test mill purposes during 1955.

Anacon Lead Mines — Plans shaft completion and underground development of substantial base metal resources of New Larder "U" mine in Bathurst area.

Consolidated Smelters—Expansion of lead-zinc resources of Pine Point area possible in 1955.

Prospectors Airways — Exploration in Pelley River area may add to present known resources.

• • •

There are many other properties that deserve to be mentioned in any such list as this. But these key developments alone give clear indication of the big things to come in 1955 on Canada's mining front.

Cowichan Copper Doubles Its Ore

From Our Own Correspondent

VANCOUVER — Survey work within the past month has doubled the estimate of developed ore at Cowichan Copper Co., Youbou, Vancouver Island. Exploration is continuing and plans for a mill being studied.

O. G. MacDonald, president, said survey work by Dr. A. C. Skerl, consulting geologist, has outlined more than 300,000 tons of 6% copper ore.

He said diamond drilling is under way to trace the southerly extension of the main ore body.

The company is presently shipping 7% development and exploration ore to the smelter at Tacoma, Washington.

To our unregistered shareholders:

we would like to know

. . . just how many of our shareholders are aware of the recent developments that have taken place in the Black Bay section of the Beaverlodge Uranium Area and the projected programme at the property of —

NEW MARLON
GOLD MINES LIMITED

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In the meantime, you can obtain the information that is immediately available by getting in touch with us. The current informational letter that is being sent out to our registered shareholders will be sent to you on request. Telephone EMpire 8-5351 or send your name and address to:

New Marlon Gold Mines Limited
7 King St. W., Toronto

ANGLO-IRANIAN OIL COMPANY, LIMITED

NAME CHANGED TO

THE BRITISH PETROLEUM COMPANY LIMITED

CAPITAL INCREASE AND SCRIP ISSUE APPROVED

At an Extraordinary General Meeting of the Anglo-Iranian Oil Company, Limited, held on 16th December in London, England, the proposed increase of capital and scrip issue, and the change of the Company's name to The British Petroleum Company Limited were unanimously approved.

Sir William Fraser, C.B.E., LL.D. (the Chairman), before putting the proposals to the Meeting, in the course of his speech said:

First of all, certain adjustments will have to be made in the balance sheet as at 31st December, 1954, of the parent Company, and also in the consolidated balance sheet arising from the settlement made in connection with our interests in Iran. The main differences on the Liabilities side will be the disappearance of the Special Contingencies Account; there will also be adjustments in Provision for Taxation. On the Assets side we shall be eliminating all those relating to our former interests in Iran. It is anticipated that all necessary adjustments can be effected without drawing on General Reserve Account.

As described in the statement posted to Stockholders on 30th October, the Company is to receive, over a period of years, a net payment of £25,000,000 from the Iranian Government and, related to production, approximately £214,000,000 (at the current dollar exchange rate) from the other Companies participating in the Consortium as a result of the agreements recently concluded. It is intended that these sums should be utilised for the further development of our business and it is reasonable to expect that they together with depreciation provision, should go far towards meeting our future capital requirements.

UNUSUAL CIRCUMSTANCES FROM 1946 ONWARDS

It may be recalled that from 1946 onwards I have frequently stated that but for unusual circumstances larger dividends on the Ordinary Stock would have been warranted.

For the whole period from 1947 to 1953 £107,500,000 were allocated to General Reserve and £6,000,000 to Preference Stock Reserve, a total of £113,500,000, while during the same period the distribution to Ordinary Stockholders totalled £24,750,000. Total capital expenditure during the same period was over £340,000,000, largely financed from depreciation provision and amounts placed to reserve.

FUTURE DIVIDENDS

In 1953 our capital expenditure amounted to £75,000,000 and in the current year is about £55,000,000: the principal capital projects now in hand should shortly be completed and during next year and for some time capital expenditure will, I expect, be on a smaller scale. It should therefore be possible in future to distribute as dividends a larger proportion of the profits available. I would remind Stockholders that our profits depend on conditions prevailing throughout the entire industry and that the oil industry is liable to severe fluctuations from time to time.

It is your Board's intention in future to make any interim dividend payment larger in relation to the expected total annual payment than has been the case in the exceptional circumstances of recent years.

I will only add that our profit margins this year are less than last, but with the increased quantity of our sales I expect that our earnings for 1954 will not greatly differ from those of 1953.

THE COMPANY'S NEW NAME

The new name proposed for the Company conforms with its overall operations and changed position in the Iranian Oil Industry. The Company's main trade mark remains BP, as first adopted in 1921 and of recent years incorporated in the titles of most of our subsidiary and associated marketing companies.

Proposing a vote of thanks to the Chairman, Board, and Staff, Sir Arthur Evans said: Had it not been for the patience exercised by the Board and the guidance given by the Chairman, I do not think we should have been meeting thus today. We wish to thank the Chairman, Board, and Staff at home and overseas for splendid teamwork in unparalleled times.

Pardee Joins 14 Companies Uranium Properties Feature

Shareholders of 14 mining companies this week approved a merger into Pardee Amalgamated Mines Ltd., a company which will have its primary interest in the uranium business.

Three of the companies — Aquarius Porcupine, Calder Bousquet and Armistice Gold Mines — are listed on the Toronto Stock Exchange with the others representing companies which have enjoyed varying degrees of success.

Pardee starts off with an authorized capital of six million shares of which 3,936,927 free shares are being issued to shareholders of the respective merging companies. The merging companies, and the basis of the merger, is as follows:

	Share Exchange		
	New		Old
Amax Athabasca	1	for	5
Andrew Yellowknife	1	for	30
Aquarius Porcupine	1	for	5
Armistice Gold Mines	2	for	15
Aurora Uranium	1	for	5
Belle Bry Yellowknife	1	for	5
Border Malartic	1	for	50
Bryhern Exploration	2	for	15
Calder Bousquet	1	for	5
Crystal Que. Gold M.	2	for	*85
Magdalena Red Lake	1	for	20
New Electra Porcupine	2	for	*35
Slemon Yellowknife	1	for	20
Virgo Larder Mines	1	for	40

*Approximate.

Work plans for Pardee are now being formulated and are expected to be announced soon.

Pardee will assume Calder Bousquet's agreement with New Jersey Zinc in Blind River. It will also take over the large Amax and Calder holdings at Beaverlodge and will be quite a factor at both Blind River and Beaverlodge.

A firm commitment for $200,000 — 200,000 shares at $1 a share — has been received by the new company to launch its new financing. Pro forma financial position, giving effect to the new financing, shows $567,416 current assets, including $299,338 cash and $265,999 investments as against current liabilities of $74,347. Valuation of investments is stated to be conservative with a total of current assets of close to $700,000 if investments are included at market value.

Williston Crude Price Boosted

The recent boost in field price of North Dakota crude oil will benefit three associated Canadian oil companies with interests in this field.

The price increase from $2.50 to $2.90 a barrel will mean substantially increased revenue for New Concord Development Corp. and its associated companies, Jasper Oil Corp. and Consolidated Cordasun Oils. A. J. Bendall, president and director of New Concord, states that in view of the new price structure the three companies will probably drill additional wells in the Tioga-Beaverlodge fields. New Concord already holds a substantial interest in eight wells in North Dakota.

Siscoe Output Up in 1954; Gas Bet in West Looks Good

A modest increase in production of silver and cobalt was recorded by the Siscoe Metals mine of Siscoe Gold Mines in the first 11 months of 1954, President J. B. Lynch reports in a letter to shareholders. A 10% interest is also held in Chamberlain Blindloss-Buffalo projects in Alberta with sweet natural gas available for delivery to the proposed line of Trans-Canada Pipe Line.

Output of silver amounted to 794,175 oz. for the first 11 months of 1954. November production had amounted to 81,300 oz. and December production was expected to be at the same level.

In the first 11 months of 1953, 763,339 oz. of silver were recovered. The increase in cobalt output was from 12,422 lb. to 15,450 lb.

Underground ore reserves are reported to have been well maintained.

Gas reserves of the Chamberlain Blindloss-Buffalo projects are stated to have increased substantially. An eight-well program recently completed in the Blindloss area brought in six wells, which were capped as potential gas producers.

The gathering line as at present proposed will pass close to these two projects which cover 142,240 acres of gas license and an adjoining 9,114 acres of leases in the Red River valley, about 150 miles east of Calgary. Proven and probable gas reserves are estimated at 121 billion cu. ft.

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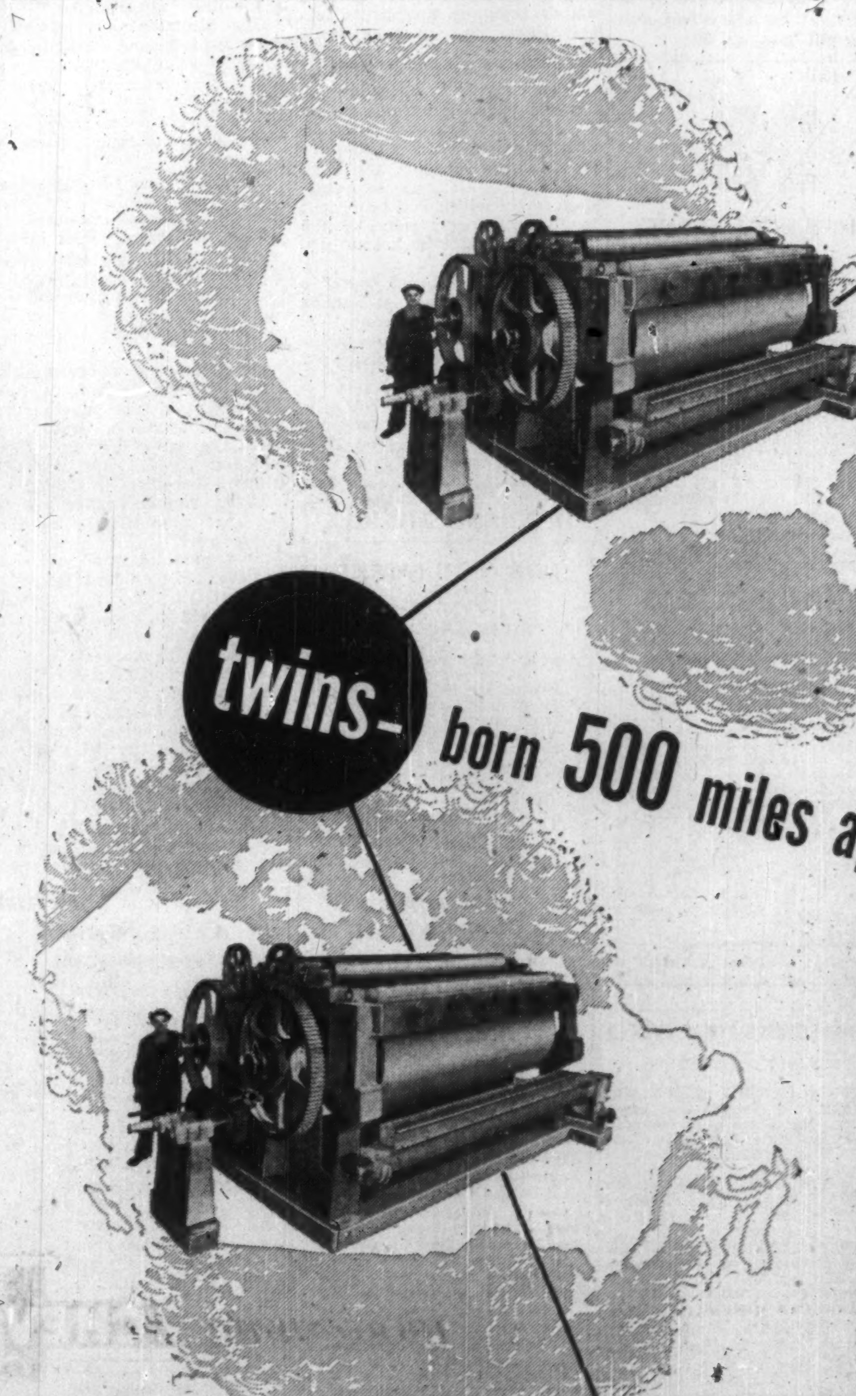

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Algoma Camp Repetition Away to East? New Thurbois Shows $72 Over 5.8 ft.

An upsurge of interest is now being demonstrated in the Agnew Lake (Espanola) uranium area east of the Blind River uranium camp where uranium also occurs in quartz conglomerates.

This sector attracted interest earlier. Noranda drilled two uranium occurrences without establishing an ore body. Chemical Research Corp. turned up good uranium values in trenching but no drilling has been done as yet. Jellicoe did some drilling and while some encouragement was received, no ore body was established.

But perhaps the most interesting situation turned up so far has been that disclosed by trenching at New Thurbois Mines where a wide zone carrying numerous conglomerate bands has been established and where diamond drilling has returned values up to $72.50 over 5.8 ft. Another discovery of quartz conglomerate has been made several miles to the east by other interests.

Dominion Gulf Oil has been staking ground adjacent to the southeast of New Thurbois. One of the interesting features of the area is that Falconbridge Nickel Mines holds a property to the southwest. It is understood that Falconbridge carries some nickel-copper ore reserves for this property in its estimate of outside reserves.

Three Zones Disclosed

New Thurbois has about 1½ miles along the strike of the favorable conglomerate structures and it appears likely that the large regional Hunter Lake fault extends into its ground. Surface trenching revealed three zones of interest in an east-west area 1,000 ft. to 1,500 ft. across, which contains the conglomerates.

The most westerly zone, the No. 1, was found on a trail. Radioactivity was relatively low but copper and gold values were encountered as well as uranium.

No. 2 zone is located about 400 ft. to the north of No. 1 and has been traced for an east-west extension of 3,000 ft. Some good uranium values were secured in surface work. Several quartz pebble conglomerate bands occur over a width of 100 ft.

No. 3 zone occurs further north in an embayment of the north-flanking granites and appears similar in character to the No. 2 zone from its surface expression. It is in this section that drilling has so far been concentrated. Five holes were put in a north-south cross-section, working from the north. Values in the most southerly, or No. 5 hole, proved the most interesting. The best intersection was 5.8 ft. of 0.50% U_3O_8 or $72.25 a ton.

Earlier sections of No. 5 hole include 0.20% or $29 over 4 ft. at 13.2 ft. and 0.037% over 2.3 ft. at 22.5 ft. Taking the intervening section (radioactive but not yet assayed) as nil, an average of 0.078% over 11.6 ft. can be worked out. At 83 ft. in the hole there was also 5 ft. which ran 0.059%.

No. 6 hole, 100 ft. to the east, gave a large number of radioactive sections of interest although none came up to the 0.5% assay (unusual for conglomerates) of the previous hole. There was 0.085% U_3O_8 over 8 ft. at 62.2 ft., 0.075% over 15 ft. at 187.2 ft., 0.068% over 6 ft. at 208.2 ft., 0.098% over 10 ft. at 241 ft. and 0.09% over 5 ft. at 264 ft. Such assays are regarded as of economic interest at the original Algoma uranium area to the west. Another nine sections in this hole ran all the way from 0.012% to 0.054% U_3O_8.

Next hole, No. 7, is being completed as a continuation of the cross-section left off by No. 5 hole, and is designed to cut the westerly extension of values found in No. 6.

Encouraged by results secured, New Thurbois has arranged for a second drill to speed up its program after the turn of the year.

Camdeck Cuts 2 Ore Sections In Beaverlodge Program

Two ore-grade intersections have been secured in diamond drilling at Beaverlodge property of Camdeck Mines, The Post is advised by D. F. Hurd, president.

Diamond drill hole No. 2, designed to cross-section No. 1 zone, cut one section of 3 ft. averaging 0.30% U_3O_8 or $43.50 a ton at 38 ft. A second section of 5 ft. was secured at 82 ft. averaging 0.61% U_3O_8 or $88.45 a ton. There was a half-foot of lost core.

Sludge from 30 to 112 ft. ran 0.30% U_3O_8 but management is uncertain of its significance.

It is believed intersections reported are close to true widths. Structure dip is placed at about 52 deg.; hole was drilled at a 45-deg. angle.

Values are radiometric determinations with chemical assays expected later.

Camdeck Mines Ltd. changed its name from Camdeck Gold Mines Ltd. early December.

MARITIMES MINING CORP. has acquired by purchase and option, jointly with Bathurst Mining Corp., 885 claims, comprising 35,400 acres, in the Bathurst-Newcastle area. Geophysical surveys have been authorized over newly acquired holdings and a survey on one property is already underway. Geophysical work will be followed by an aggressive diamond drilling program. Maritimes is stated to be well financed for the joint venture with over $400,000 cash and marketable securities on hand and 3,199,993 shares unissued of a five-million share authorized capital.

Pater to Drill Deeper Holes

Arrangements are being completed by Pater Uranium for a program of winter drilling from the ice to test the down-dip extension of its copper-cobalt zone in Algoma uranium camp.

Drilling will be done under an exploration license granted the company on 525 acres bordering on their south boundary and covering a section of Lake Huron.

Exploring a sulphide replacement occurrence south of the Murray fault, drilling to date has indicated the presence of a copper-cobalt ore zone over a drill-indicated length of 750 ft., true width of 7 ft. and to a slope depth of 750 ft. This is estimated to contain 328,000 tons of copper-cobalt material averaging 1.53% copper and 0.11% cobalt, open for extension to depth.

Intersections in the two deepest holes put down show improvement in both grade and width over shallower holes.

The company has yet to test its main uranium chances in the contact area in the west part of its property.

Pathfinder Assets Now $7,310,000

A value on assets of five merged companies of $7,310,000 is reported by Pathfinder Petroleums on basis of a composite evaluation by independent geological and engineering consulting firms.

In a progress report, Pathfinder reveals oil reserves of 2,032,800 gross barrels plus 40.166 billion cu. ft. of gross recoverable gas reserves.

Average monthly net revenue is stated to be approximately $42,000 with average monthly net income of $25,000 after rentals but before general expenses, depreciation and depletion.

Gross acreage holdings are placed at 577,971 acres with a net holding of 240,082 acres.

There are outstanding $1,374,000 of series "B" convertible debentures and $105,000 series "A" debentures due in 1962 and carrying interest at 2% to 5%. A total of 3,670,046 common shares are issued of five million shares authorized.

Arrangements by Westcoast Transmission Co. for sale of Peace River natural gas are considered important to the company.

Mining Concentrates

CANADIAN MALARTIC realized an operating profit of $21,140 after tax in three months ended Sept. 30, 1954, bringing nine-month operating profit to $180,719. Operating costs, including taxes, averaged $3.38 a ton treated, grade was lower at 0.1099 oz. gold per ton. An exploratory heading was advanced 491 ft. during the quarter with 1,450 ft. still to go to reach acid lavas section to the north at the 750-ft. level. Claims were staked during the summer on the south shore of Waswanipi Lake between Bachelor Lake and Chibougamau with low values in copper and zinc found in preliminary work.

AD ASTRA MINERALS has formed a subsidiary company, Atlas Uranium Corp., to carry on development of optioned Burr group in Lac La Ronge area, and Reno group next to Eldorado just east of Beaverlodge Lake, as well as some of Ad Astra's own properties. Diamond drilling has confirmed radioactivity at Lac La Ronge property. A work program is planned on the Reno group in the spring. Financing of Atlas Uranium is under negotiation.

WILLROY MINES reports drill hole No. 52, deepened under No. 68 to cut No. 3 zone, returned 11.6 ft. of core averaging 0.79% copper, 14.16% zinc and 1.74 oz. silver. Hole No. 77 drilled at 45 deg. 550 ft. west of No. 68 failed to cut anything important.

ANNOUNCEMENT

C. H. RANKIN

Mr. J. M. Templeton, President of Templeton Growth Fund of Canada Ltd., announces the appointment of Mr. Carl H. Rankin as Executive Vice-President. Mr. Rankin, who recently retired from General Foods, Ltd. as Canadian Personnel Manager, was, for over 30 years, active in the bond and stock business in Toronto and Montreal.

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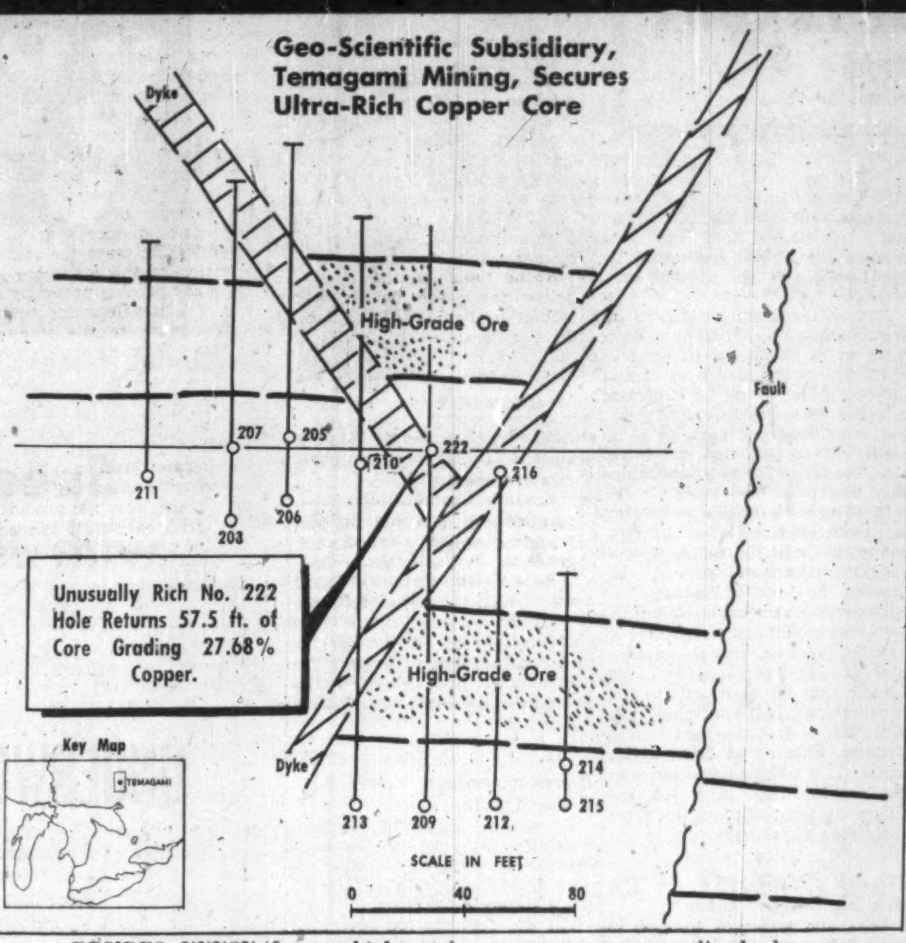
Pull "Richest Hole" in Temagami



Geo-Scientific Subsidiary, Temagami Mining, Secures Ultra-Rich Copper Core
Dyke
High-Grade Ore
Fault
207
205
210
222
216
211
203
206
Unusually Rich No. 222 Hole Returns 57.5 ft. of Core Grading 27.68% Copper.
High-Grade Ore
Key Map
TEMAGAMI
Dyke
214
213
209
212
215
SCALE IN FEET
0
40
80

BESIDES UNUSUAL new high grade copper ore area outlined above, Geo-Scientific's Temagami Mining Co. has had ore strikes in numerous other sections for further investigation. One area shows at least a million tons averaging 1% copper, 0.5% nickel plus a modest cobalt content.

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Company Reports

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Mining

AMUREX OIL DEVELOPMENT CO. reports that of some $7,350,000 capital raised to date, $5,130,000 has been expended in acquiring lands, surveys, drilling and general corporate purposes, leaving $2,220,000 working capital.

"Results so far are mixed," declares President C. H. Murphy of results secured in this program. A lease and permit interest have been acquired in 544,077 net acres, and 16.4 net producing wells have been drilled. Of 47 wildcat wells, 15 were producers for an average of 31%. The 31% compares with a U. S. average of approximately 20%, but the quality of reserves found has fallen short of objectives. "No single property is clearly of the substance necessary to sustain a large scale exploration program indefinitely," the president reports. However, reserves are estimated at 2,517,000 bbls. of oil and 56,875,000 cu. ft. of gas.

Oil production of 150 bbls. a day is expected to be increased to 225 bbls. when new wells at Hespero, and Rimbey reach production. Working capital of $900,000 is expected to remain after the Saskatchewan wildcatting program is finished.

INCOME ACCOUNT

Years Ended Sept. 30:	1954	1953
Oper. inc.	$75,377	$15,632
Add.: Int. earned, etc.	25,590	30,000
Less: Crude oil exps.	53,659	27,509
Explor. exps.	847,957	699,266
Gen. & admin. exps.	52,821	59,840
Net loss	853,470	740,983

BALANCE SHEET

As at Sept. 30:	1954	1953
Cash	$2,048,253	$1,160,840
U. S. gov't. sec.†	......	2,484,894
Acct. rec.	147,663	432,870
Mater. & supplies	183,116	180,744
Permit rental	91,794	60,101
Total current assets	2,470,826	4,319,449
Prep. exps ‡	2,810	35,247
Advance to officer	13,495	12,850
Leases & equip.	840,448	390,537
Undevel. prop	1,736,018	1,517,346
Int. in farmed out prop.	238,121	153,685
Drill. wells in prog.	281,148	335,670
Pipeline system	37,822	37,370
Fixed assets	126,278	118,283
Less: Deprec. & deplet.	71,489	17,335
Total assets	5,765,477	6,903,082
Total curr. liab.	236,654	528,397
Unreal. gain on $ conver.	36,628	29,020
Capital stock	3,875,000	3,875,000
Paid-in capital	3,404,124	3,404,124
Less: Deficit	1,786,929	933,459
†Market value of ..	......	2,489,370
‡Included in curr. assets in co's report.		
Working capital	2,234,172	3,791,052

Commitments: Agreements for acquisition of undevel. oil & gas prop., etc., total $207,000 at Sept. 30, 1954.

The exciting new idea behind the *motoramic* Chevrolet

Like most good ideas, this one is pretty simple.

Chevrolet is the first low-priced car to do all these things . . .

Real Show-car styling!
You see the new idea because motoramic Chevrolet is as new as a French fashion designer's bombshell . . . a rakish, low profile . . . soft swiftness from its sleek rear fenders to its wide-eyed Sweep-Sight windshield . . . a new outlook for motoring. And that outlook doesn't change when you slip inside . . . there, exciting fabrics and trims harmonize with the whole car . . . as carefully as a bride matches carpet to curtains.

Power Beyond Compare!
You feel the new idea quickly . . . in straight-jacket tight city traffic or rolling meadowlands there's quick power like a panther's paw with the new "Turbo-Fire V8" (162 h.p.) and two new "Blue-Flame" 6's. And sparking this performance is a great new 12-volt electrical system. You have a transmission choice of economical Overdrive and improved, automatic Powerglide (optional-at extra cost) or standard shift.

8
6

Illustrated: The Bel Air 4-Door Sedan

A Sensational Ride!
You live the new idea instantly . . . you actually glide because spherical joints "roll with the punch" of the road in Chevrolet's new Glide-Ride front suspension. And with Outrigger rear springs you experience new balance in turns . . . turns made so effortless by new Ball-Race steering. And when you stop suddenly, new Anti-Dive braking control checks that nosing down in front. Tubeless tires mean much greater protection against blowouts.

Every Luxury Option
And if you want to enjoy the new idea in the convenience of power assists (optional at extra cost) you can have anything offered by even high-priced cars. You'll find new Power-Steering and improved Power Brakes on all models. Power-Controlled Windows and Power-Positioned Front Seat are available on the Bel Air and "Two-Ten" models.

Won't You Try It?
Here, we can only tell you how successfully the Motoramic Chevrolet expresses the new idea behind it. But the car itself can quickly show you! Come in for a demonstration drive, won't you, first chance you get?

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more than a new car . . . a new **Concept** *of low-cost motoring*

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SEE YOUR LOCAL CHEVROLET DEALER

LETTER FROM LONDON

By Adelphi

LONDON — It may or may not be true that the English take their pleasures sadly but there is no gainsaying that they take their sport seriously. When a foreign team is beaten at football there is rejoicing on a national scale and the public thoroughfares are bright with smiling faces.

It is understandable when the opponents are drawn from outside the empire. It is not quite so understandable when the losers are a nation within the Commonwealth; yet when the news came that Australia had been beaten in the second test match the rejoicing was almost as unrestrained as when the Australians lost the Ashes at Lord's.'

The Australians themselves both players and public are much less extreme in their reaction either in victory or defeat and they are after all numerically the inferiors of the British. It used to be said before the war that a British success in sport always sent up prices on the stock exchange.

* * *

Bank Rate Rise To 3½% Predicted

The win in the second test match frantically as it was acclaimed did not do that, Perhaps it was because the Christmas holiday was too near. Business in stocks and shares almost invariably tails off when the House is due to be shut down for a few days.

But a more likely explanation is the expectation that in the very near future the authorities will raise the bank rate above the present 3%. A full rise of 1% is according to general belief not on the cards. The authorities are credited with the belief that a bank rate of 3½% will be enough to deal with the inflationary pressure in the national credit system. The ground is being prepared. In the press financial commentators of the highest standing have been forecasting an increase in the bank rate and not only forecasting it but also advocating it as a weapon of offense against inflation.

At any rate there has been selling of gilt-edged securities on a big scale and at the time of writing war loan has fallen to a figure which puts it in a yield basis of 4%. Conceivably other measures for restricting credit may be adopted, notably in reference to hire purchase.

* * *

Instalment Buying In Seven League Boots

Buying on the instalment plan has advanced with seven league boots in Great Britain since the war ended, and it is largely responsible for the so-called boom in business and on the stock market.

The United Kingdom has become a never-never land to an extent undreamed of by Peter Pan and the economists of an earlier generation whose golden rule was "pay as you go but don't go too often.". Drastic interference in the sphere of hire purchase might leave some nasty dents in the prices of the shares of companies specializing in this particular form of trading.

* * *

This High Hand Holds A Whip

Another cloud on the horizon is the threat of a railway strike. The railwaymen are demanding more money or else they are behaving with a high hand. Unfortunately the high hand is also the whip hand. There is safety in numbers and there is power too. The attitude of the railwaymen, and this attitude prevails through the nationalized industries as a whole, is that if the railways do not earn enough to pay higher wages, then the Treasury should foot the bill with a subsidy.

Who will provide the money? The taxpayers, of course. But this fact does not weigh with the Oliver Twists in the nationalized industries. Nor do warnings that a fresh impetus to inflation means a higher cost of living all round.

* * *

School Curricula Need Some Changes?

It would seem that a most desirable innovation in the school curricula is that elementary economics should be an obligatory subject. We might then have a little more sense from trade unionists and from Socialist MPs, many of whom have not yet grasped the simple truth that it is impossible to get a quart out of a pint pot.

A much too familiar figure is the man who says, "I want everything to be cheap except what I sell." There are plenty of fancy subjects which could be expelled to make room for this vital subject. One does not have to be a gradgrind to feel that we have gone too far in turning work into play and play into work.

In theory we ought to be the best educated country in the world. Even in the holidays, the educational process goes on in London. The list of lectures for schoolboys and schoolgirls on all sorts and conditions of subjects is most impressive. Not so impressive are the reports from the schools that the standards in the fundamentals of education, the three R's of tradition are falling steadily. Those who have to interview the rising generation who are seeking their first job are aware of this deterioration from their own experience.

* * *

English "Howlers" Are no Longer Jokes

Boys and girls are well up in the performances histrionic and matrimonial of the stars of stage and screen but their equipment in other and more utilitarian respects is, to say the least, faulty. Howlers have become so commonplace as to have long ceased to be jokes.

We are paying the penalty now and the bill will be heavier and heavier as the years go by for the doctrine, a favorite with the late Ernest Bevin, that we have done with such teachings as are formed in the books of Dr. Samuel Smiles, in particular "self help," to a generation addicted to get-rich-quick participation in the pools.

Samuel Smiles is constantly represented as the archetype of the Victorian moneygrabber. Those who see him in that light demonstrate that they have never read a line he wrote. The reality is entirely different. His books are almost boringly idealistic and they preach that the aim and end of life is service to the community. But admittedly they also stress the virtue of hard work which perhaps accounts (especially among those who have never read the books) for their unpopularity with the people who have elevated the 40 hour week into a mystical right.

* * *

Warm Greetings From London

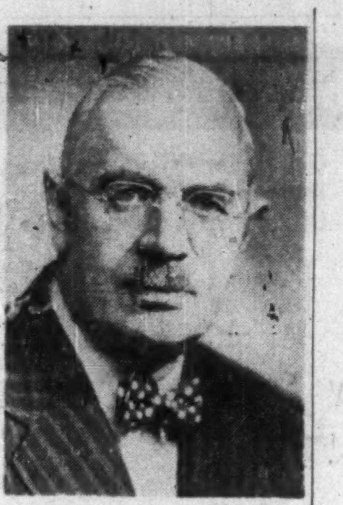
So we enter into 1955. It is permissible, one hopes, for an Englishman writing from London to wish Canadians, with all sincerity, a Happy New Year.

All the portents are favorable and it would perhaps surprise Canadians if they knew how warm the sentiments of Britons are toward them, sentiments equally compounded of affection and gratitude.

Mr. Ted Leather said a few months back that we are blameworthy in not showing less halfheartedly our feelings toward Canada and the Canadians for the way in which in peace and in war they have stood by the Mother Country without counting the cost.

He spoke for masses of men and women who lacking a platform cannot speak for themselves. It is possible to be unduly afraid of becoming emotional but too much caution is just as distasteful as too little.

Therefore, as 1955 steps on to the stage across the seas, comes this message to Canada from the heart of the commonwealth — "The maple leaf forever."



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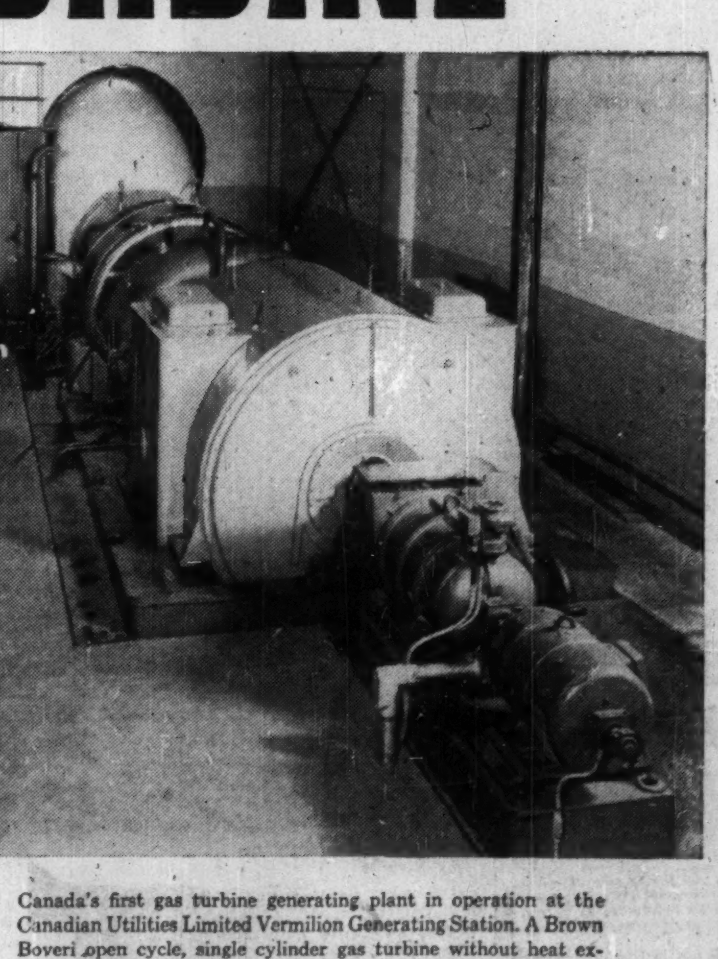
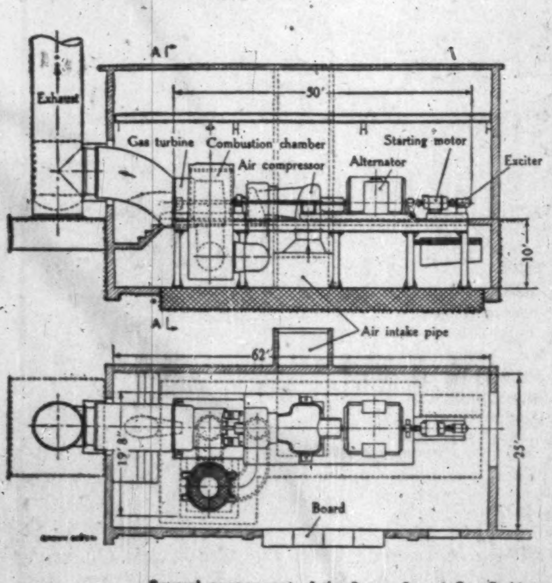
Brown Boveri have been successfully building commercial gas turbines as drives for pumps, blowers and compressors, marine and locomotive propulsion, also gas turbo-generator sets for over twenty years.





General arrangement of the Brown Boveri Gas Turbine Power Plant at Canadian Utilities, Limited, Vermilion, Alta.

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① Standard layouts and outputs from 2,000 to 30,000 kilowatts with efficiencies from 18% to 34%, to suit customers' requirements.

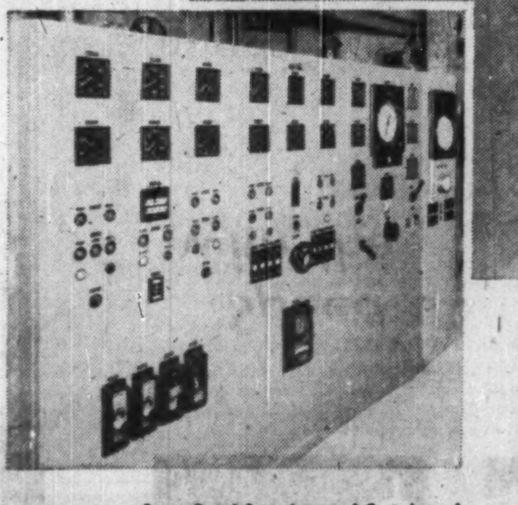
② Compact installation and building requirements—light foundations—operate independent of water supply.

③ Simple controls, including fully automatic, no standby nor idling auxiliaries required.

④ Rapid starting from cold stopped to full-load in 15 minutes—long life due to lower operating temperatures and vibrationless running.

⑤ Sharply increased efficiency during winter when heaviest loads are demanded—uses gaseous or liquid fuel including bunker C oil.

⑥ Simple mechanical construction reduces maintenance and up-keep costs—no lubricating oil required.



Brown Boveri Supervisory and Control panel which is conveniently located alongside the Vermilion gas turbine, above.

Canada's first gas turbine generating plant in operation at the Canadian Utilities Limited Vermilion Generating Station. A Brown Boveri open cycle, single cylinder gas turbine without heat exchangers is direct coupled to generator and exciter. It is designed for peak load operation, but will also carry system base load if required.

Normal output at 0°F ambient air temperature is 7350 Kilowatts, at -40°F, 7680 Kilowatts. It operates on natural gas fuel, but with simple modification can be converted to fuel oil.

GT-1-8

BROWN BOVERI

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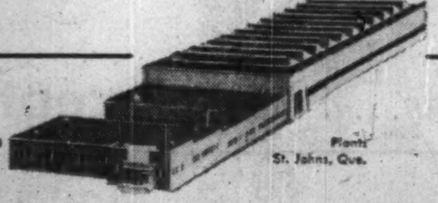

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